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# **Klondike Gold Rush National Historical Park**

## **Visitor Study** Summer 1998

Chris Hoffman

**Visitor Services Project**  
**Report 106**

December 1998

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Chris Hoffman is a VSP Research Associate based at the Cooperative Park Studies Unit, University of Idaho. I thank Sandy Watson and the staff of Klondike Gold Rush National Historical Park for their assistance with this study. The VSP acknowledges the Public Opinion Lab of the Social and Economic Sciences Research Center, Washington State University, for its technical assistance.

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## **Visitor Services Project Klondike Gold Rush National Historical Park Report Summary**

- This report describes the results of a visitor study at Klondike Gold Rush National Historical Park during July 6-12, 1998. A total of 666 questionnaires were distributed to visitors. Visitors returned 546 questionnaires for an 82% response rate.
- This report profiles Klondike Gold Rush National Historical Park visitors. A separate appendix contains visitors' comments about their visit. This report and the appendix include summaries of those comments.
- Fifty-four percent of the visitor groups were family groups. Fifty-two percent of visitor groups were groups of two. Sixty-three percent of visitors were aged 46-70.
- Ninety-one percent of visitors were making their first visits to Klondike Gold Rush National Historical Park. Seventy-seven percent of the visitor groups spent less than a day at the park and 15% spent one or two days. Of those groups that spent less than a day at the park, 43% spent two to four hours.
- Visitors from foreign countries comprised 19% of total visitation, with 66% of international visitors from Canada and 9% from England. United States visitors were from California (10%) and Florida (8%) with smaller numbers from 47 other states, Washington D.C. and Puerto Rico.
- On this visit, the most common activities were taking photographs (93%), visiting museums/information centers (89%) and shopping for souvenirs (85%).
- Fifty-three percent of visitor groups received no information prior to their visit. Travel guide/tour books (23%), maps and brochures (13%), and ship personnel (11%) were the most used sources of information by visitor groups.
- Sixty percent of visitor groups traveled on cruise ships to get to and from the Skagway area. Smaller percentages of groups used RV's (14%), ferries (14%), and cars (13%) to get to and from the Skagway area.
- Fifty-two percent of visitor groups indicated that being on a packaged tour was the primary reason for visiting the Skagway area. Another 11% reported that visiting Klondike Gold Rush National Historical Park was the primary reason for visiting the area.
- The most commonly visited sites in the park were the Klondike Gold Rush Visitor Center (86%), the Mascot Saloon (50%), the Trail Center (40%) and the Gold Rush Cemetery (37%).
- In regard to the use, importance and quality of services, it is important to note the number of visitor groups that responded to each question. The services that were most used by 467 respondents were the visitor center desk personnel (78%) and restrooms at the visitor center or Mascot Saloon (61%). According to visitors, the most important services were ranger-led tours (94% of 87 respondents) and restrooms at the visitor center or Mascot Saloon (94% of 260 respondents). The highest quality services were the live presentations in the visitor center auditorium (98% of 69 respondents) and the ranger-led walking tours (96% of 86 respondents).
- Twenty-four percent of visitor groups visited Moore House. Of those, 88% indicated that the fee was "about right."
- Seven percent of visitor groups spent no money on lodging, travel, food or "other" items such as souvenirs, film and gifts in the Skagway area, while 26% spent from \$1 to \$50 and 19% spent over \$350. Of the total expenditures by groups, 46% was for "other" items, such as recreation, tours, film and gifts, while 22% was for travel.

<p>For more information about the Visitor Services Project, please contact the University of Idaho Cooperative Park Studies Unit; phone (208) 885-7129 or 885-7863.</p>
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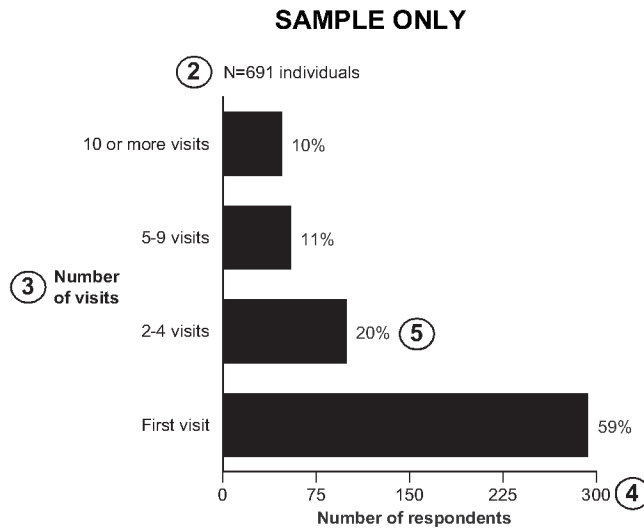
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## INTRODUCTION

This report describes the results of a study of visitors at Klondike Gold Rush National Historical Park. This visitor study was conducted July 6-12, 1998 by the National Park Service (NPS) Visitor Services Project (VSP), part of the Cooperative Park Studies Unit at the University of Idaho.

A **Methods** section discusses the procedures and limitations of the study. A **Results** section follows, including a summary of visitor comments. Next, an **Additional Analysis** page helps managers request additional analyses. The final section has a copy of the **Questionnaire**. The separate appendix includes comment summaries and visitors' unedited comments.

Most of this report's graphs resemble the example below. The large numbers refer to explanations following the graph.



① **Figure 4: Number of visits**

- 1: The figure title describes the graph's information.
- 2: Listed above the graph, the 'N' shows the number of visitors responding and a description of the chart's information. Interpret data with an 'N' of less than 30 with **CAUTION!** as the results may be unreliable.
- 3: Vertical information describes categories.
- 4: Horizontal information shows the number or proportions in each category.
- 5: In most graphs, percentages provide additional information.

## METHODS

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### **Questionnaire design and administration**

The questionnaire for this visitor study was designed using a standard format that has been developed in previous Visitor Services Project studies. A copy of the questionnaire is included at the end of this report.

Interviews were conducted with, and questionnaires were distributed to, a sample of visitors who arrived at Klondike Gold Rush National Historical Park during the period from July 6-12, 1998. Visitors were randomly selected as they entered the park's visitor center and the Mascot Saloon.

Visitor groups were greeted, briefly introduced to the purpose of the study, and asked to participate. If visitors agreed, an interview, lasting approximately two minutes, was used to determine group size, group type, and the age of the adult who would complete the questionnaire. This individual was given a questionnaire and was asked his or her name, address and telephone number for the later mailing of a reminder-thank you postcard. Visitor groups were asked to complete the questionnaire during or after their visit and then return it by mail.

Two weeks following the survey, a reminder-thank you postcard was mailed to all participants. Replacement questionnaires were mailed to participants who had not returned their questionnaires four weeks after the survey. Eight weeks after the survey, second replacement questionnaires were mailed to visitors who still had not returned their questionnaires.

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### **Data analysis**

Returned questionnaires were coded and the information was entered into a computer using a standard statistical software package. Frequency distributions and cross-tabulations were calculated for the coded data, and responses to open-ended questions were categorized and summarized.

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This study collected information on both visitor groups and individual group members. Thus, the sample size ("N"), varies from figure to figure. For example, while Figure 1 shows information for 539 visitor groups, Figure 3 presents data for 1,549 individuals. A note above each graph specifies the information illustrated.

**Sample size, missing data and reporting errors**

Occasionally, a respondent may not have answered all of the questions, or may have answered some incorrectly. Unanswered questions result in missing data and cause the number in the sample to vary from figure to figure. For example, although 546 questionnaires were returned by Klondike Gold Rush National Historical Park visitors, Figure 1 shows data for only 539 respondents.

Questions answered incorrectly due to carelessness, misunderstanding directions, and so forth turn up in the data as reporting errors. These create small data inconsistencies.

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Like all surveys, this study has limitations which should be considered when interpreting the results.

**Limitations**

1. It is not possible to know whether visitor responses reflect actual behavior. This disadvantage applies to all such studies and is reduced by having visitors fill out the questionnaire soon after they visit the park.

2. The data reflect visitor use patterns of visitors to the two selected sites during the study period of July 6-12, 1998, and do not reflect visitor use patterns to the town of Skagway. The results do not necessarily apply to visitors during other times of the year.

3. Caution is advised when interpreting any data with a sample size of less than 30, as the results may be unreliable. Whenever the sample size is less than 30, the word "**CAUTION!**" is included in the graph, figure or table.

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Due to a forest fire Dyea and the Chilkoot Trail were closed during most of the survey period. Visitation to these sites, as reported herein, may not represent actual visitation. The word "**CAUTION!**" will be included in figures and tables that report results associated with Dyea and the Chilkoot Trail. Therefore, caution should be used when interpreting the results associated with these two areas.

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**Special conditions**

## RESULTS

### Visitors contacted

At Klondike Gold Rush National Historical Park, 813 visitor groups were contacted, and 666 of these groups (82%) accepted questionnaires. Four hundred and seventy-six questionnaires were distributed at the visitor center and 190 were distributed at the Mascot Saloon. Questionnaires were completed and returned by 546 visitor groups, resulting in a 82% response rate for this study.

Table 1 compares age and group size information collected from the total sample of visitors contacted with that from those who actually returned questionnaires. Based on the variables of respondent age and visitor group size, non-response bias was judged to be insignificant.

**Table 1: Comparison of total sample and actual respondents**

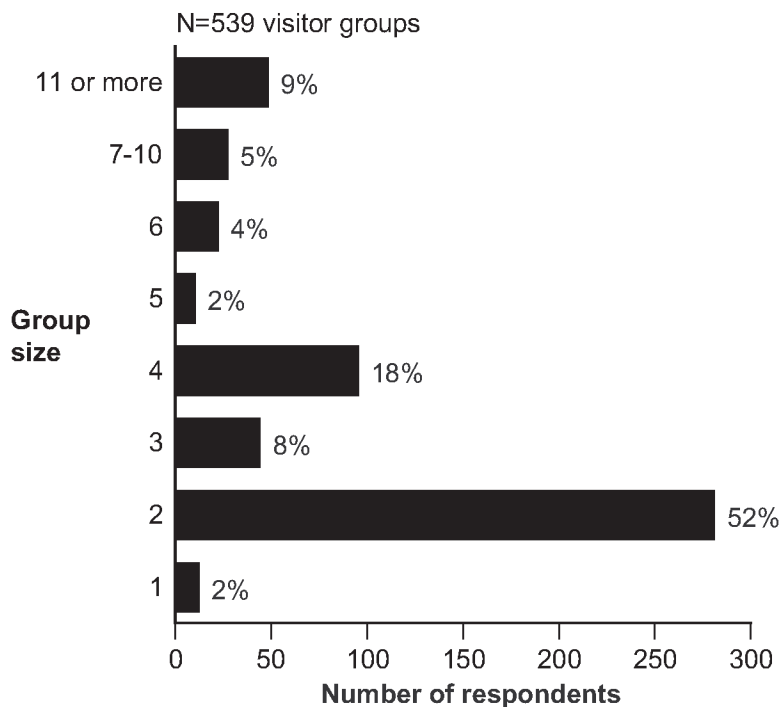
Variable	Total sample		Actual respondents	
	N	Avg.	N	Avg.
Age of respondents	621	54.6	534	56.5
Group size	658	4.1	539	5.5

### Demographics

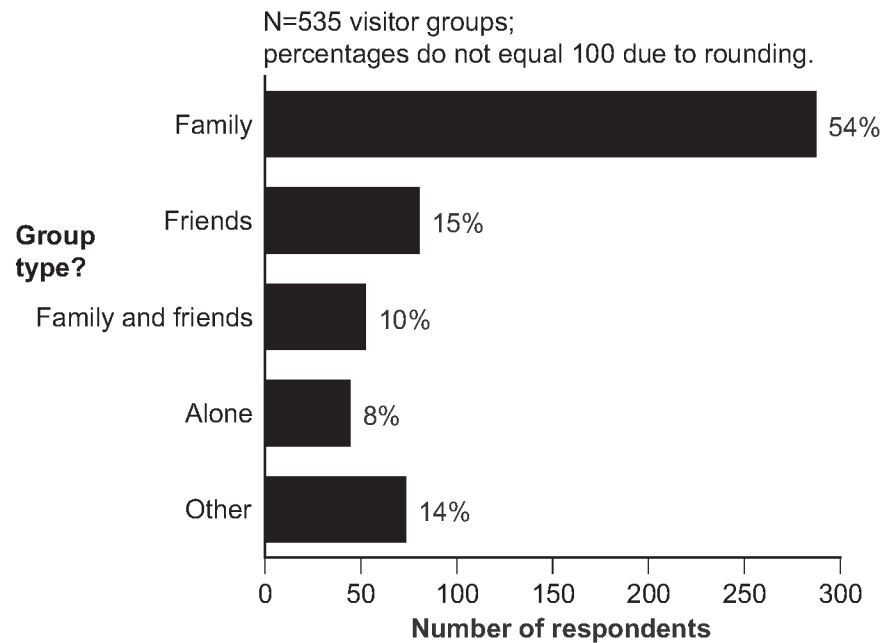
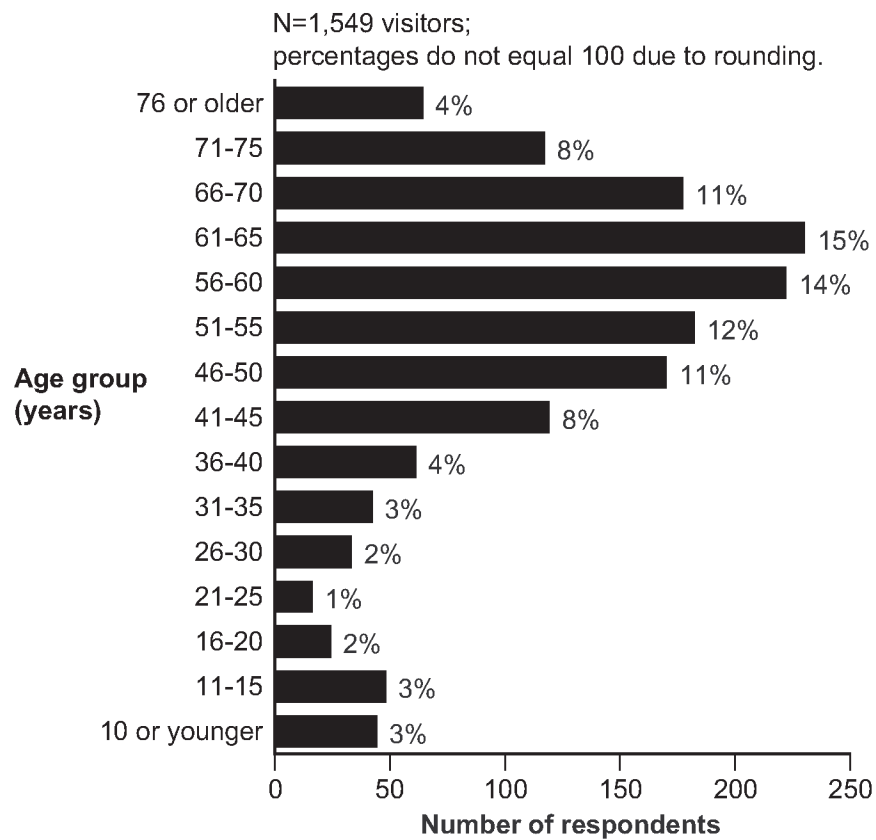
Figure 1 shows visitor group sizes, which ranged from one person to 66 people. Fifty-two percent of visitor groups consisted of two people, while another 18% consisted of groups of four. Fifty-four percent of visitor groups were made up of family members, 15% were made up of friends, and 10% were made up of family and friends (see Figure 2). Groups listing themselves as "other" for group type included cruise or tour groups and RV groups.

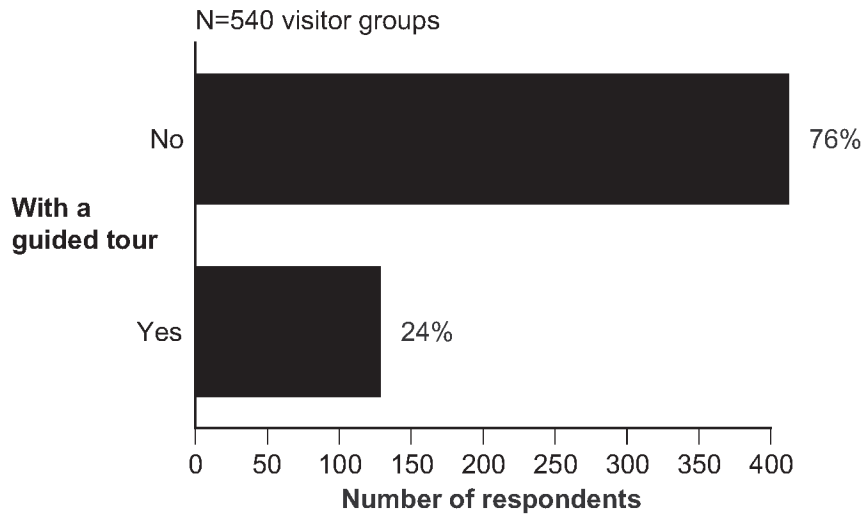
As is shown by Figure 3, visitors were concentrated in five different age groups, all over the age of 46. Forty-one percent of the visitors were in the 51-65 age group and 23% were 66 or older. Another 6% of visitors were in the 15 or younger age group of respondents. As is shown by Figure 4, 24% of visitors were with a guided tour group.

Ninety-one percent of visitors were making their first visit to the park while less than 2% of visitors had visited the park five times or more (see Figure 5). Nineteen percent of visitors to Klondike Gold Rush National Historical Park were foreign, of which 66% were from Canada (see Table 2). The largest proportions of United States visitors were from California (10%), Florida (8%), Ohio, New York and Washington (5%) each. Smaller proportions of U.S. visitors came from another 44 states, Washington D.C., and Puerto Rico (see Map 1 and Table 3).

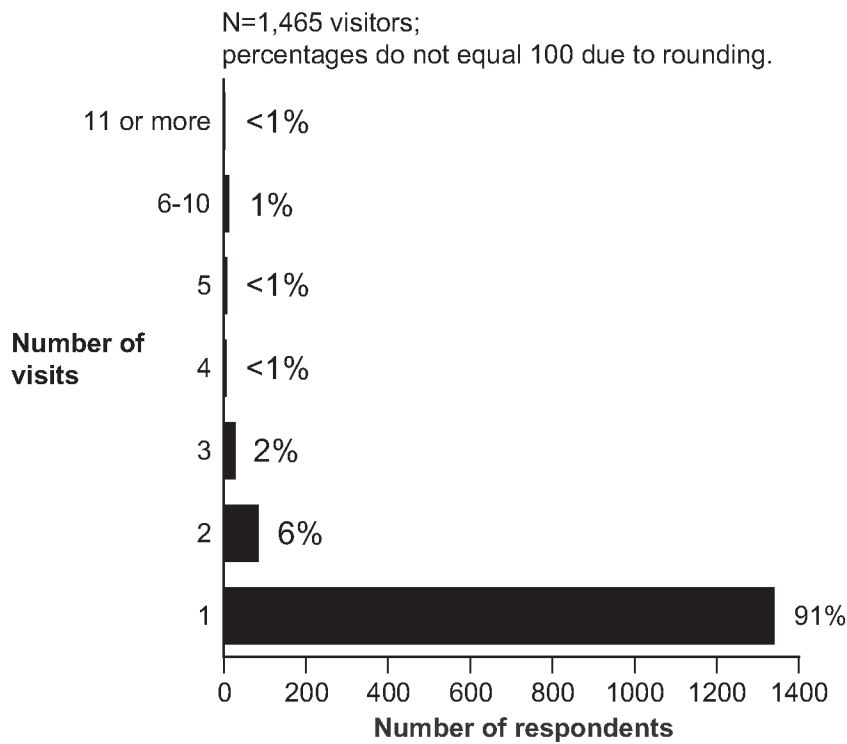


**Figure 1: Visitor group sizes**

**Figure 2: Visitor group types****Figure 3: Visitor ages**



**Figure 4: With guided tour group**

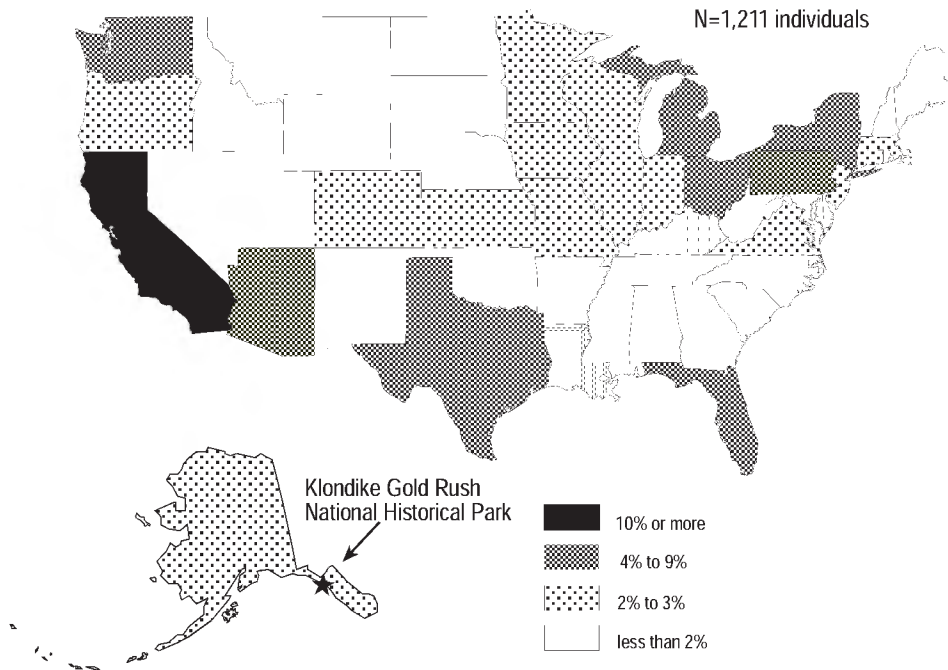


**Figure 5: Number of visits Klondike Gold Rush National Historical Park**

**Table 2: International visitors by country of residence**

N=289 individuals;  
percentages do not equal 100 due to rounding.

Country	Number of individuals	Percent of Int'l visitors	Percent of total visitors
Canada	192	66	13
England	27	9	2
Germany	21	7	1
Australia	13	5	less than 1%
Brazil	7	2	↓
Scotland	5	2	
Switzerland	5	2	
South Africa	4	1	
Denmark	3	1	
Thailand	3	1	
Hong Kong	2	1	
Mexico	2	1	
Norway	2	1	
Zimbabwe	2	1	
Holland	1	less than 1%	



**Map 1: Proportion of United States visitors by state of residence**

**Table 3: United States visitors by state of residence**

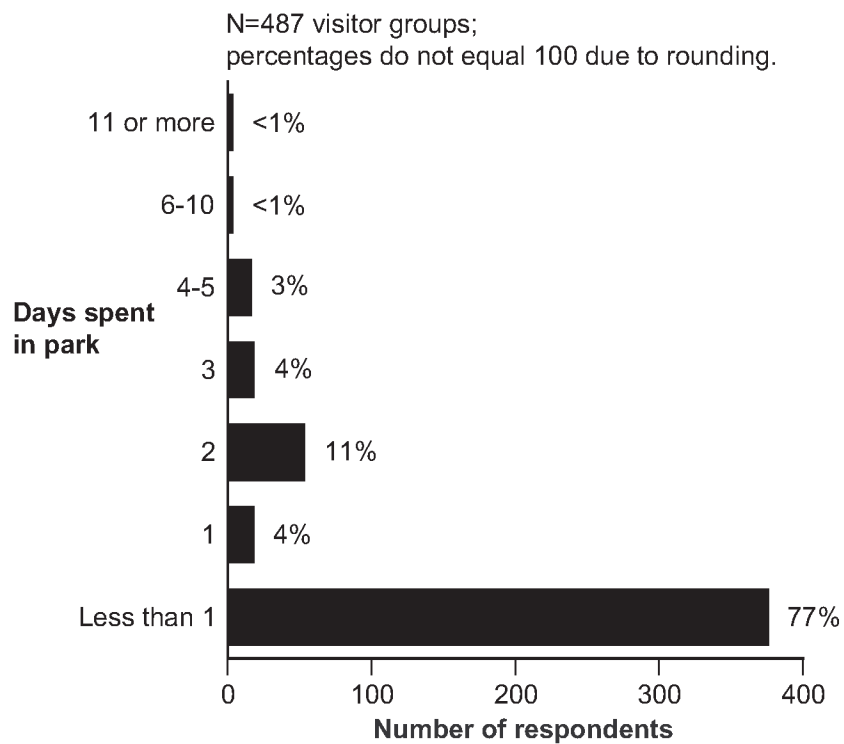
N=1,211 individuals;  
percentages do not equal 100 due to rounding.

State	Number of individuals	Percent of U.S. visitors	Percent of total visitors
California	119	10	8
Florida	92	8	6
Ohio	62	5	4
New York	59	5	4
Washington	57	5	4
Michigan	54	4	4
Pennsylvania	49	4	3
Texas	44	4	3
Arizona	43	4	3
Illinois	36	3	2
New Jersey	34	3	2
Minnesota	33	3	2
Colorado	32	3	2
Kansas	31	3	2
Iowa	30	3	2
Missouri	30	3	2
Wisconsin	30	3	2
32 other states	376	31	25
Washington, D.C. and Puerto Rico			

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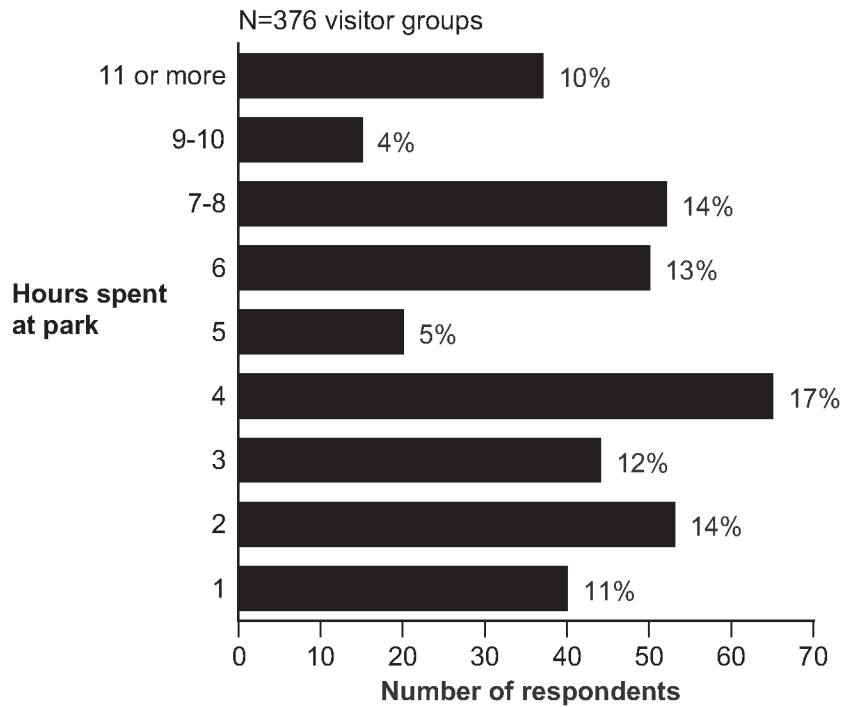
**Length of stay**

Visitor groups were asked how much time they spent at Klondike Gold Rush National Historical Park. Seventy-seven percent of visitor groups spent less than one day at the park, 15% spent one or two days and another 8% spent three or more days (see Figure 6). Of the groups that spent less than a day at the park, 54% reported that they spent from one to four hours at the park while 36% spent five to ten hours at the park (see Figure 7).



**Figure 6: Days spent at Klondike Gold Rush National Historical Park**

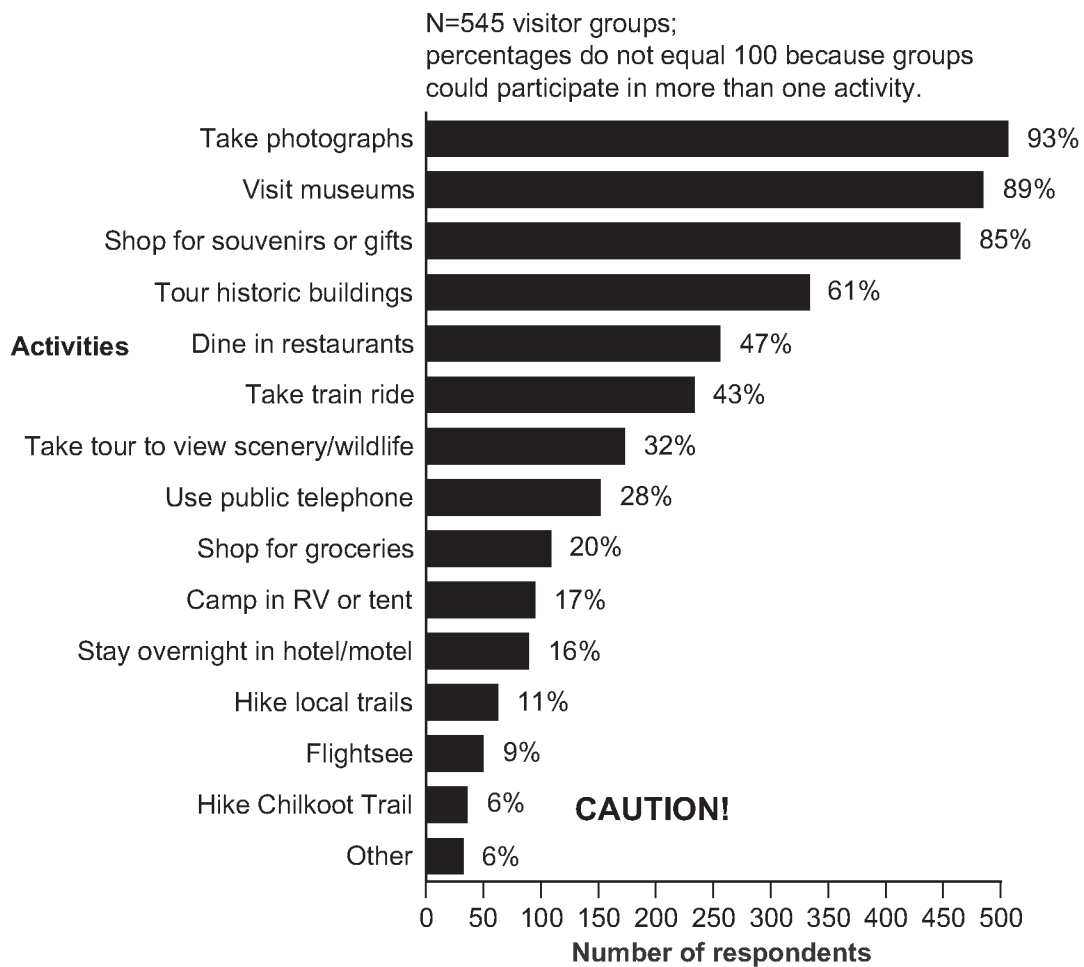
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**Figure 7: Hours spent at Klondike Gold Rush National Historical Park by visitors spending less than one day**

## Activities

Figure 8 shows the proportions of visitor groups which participated in a variety of activities at Klondike Gold Rush National Historical Park. The most common activities were taking photographs (93%), visiting museums (89%) and shopping for souvenirs (85%). Visitor groups participated in a number of "other" activities including touring White Pass, visiting the cemetery and hiking/walking. The word "**CAUTION!**" is inserted in the graph because of the forest fire that may have prevented some visitors from visiting the Chilkoot Trail. It is also important to note here, and in other questions relating to the Chilkoot trail, that visitor groups were not asked if they hiked the entire trail. Therefore, their perceptions of Chilkoot Trail use may not mesh with NPS statistics for trail use.



**Figure 8: Visitor activities**

Visitor groups were asked to indicate the sources from which they had received information about Klondike Gold Rush National Historical Park prior to their visit. Fifty-three percent of visitor groups received no information prior to their visit, 23% received information from travel guide/tour book(s) and 13% received information from maps or brochures (see Figure 9). The least used source of information was written information from the park. "Other" sources of information used by visitor groups included the internet, travel agents and cruise ship brochures.

### Sources of information

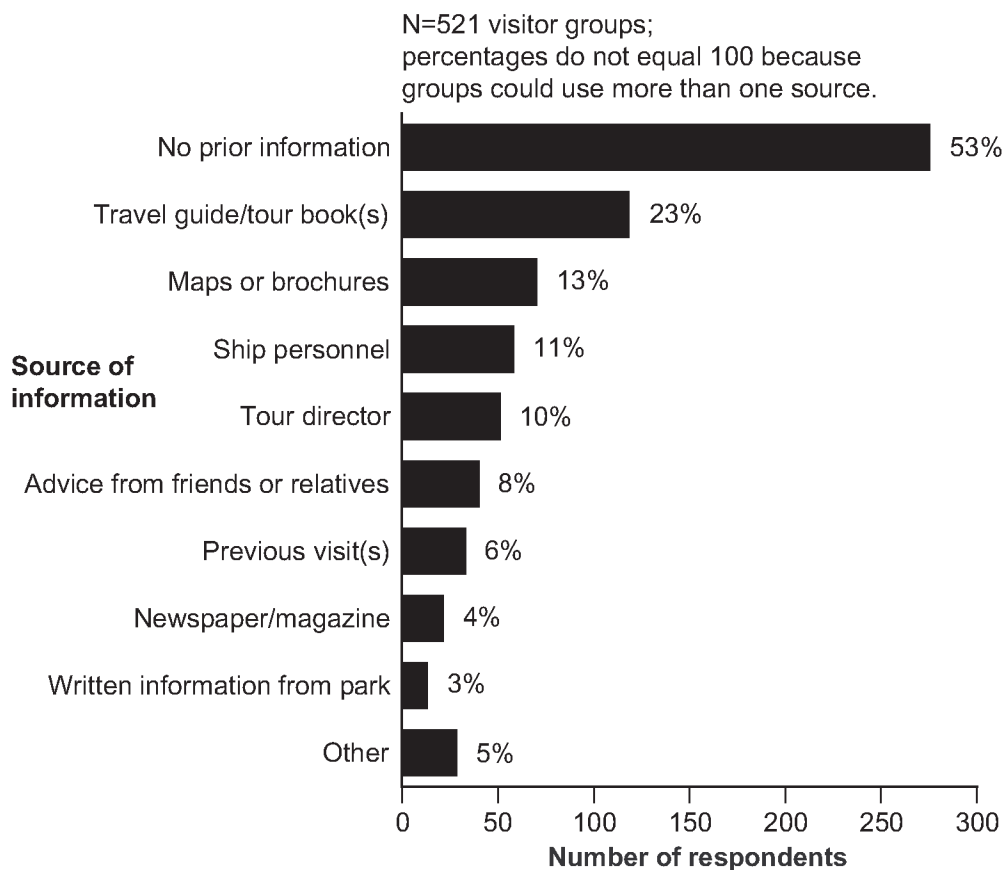
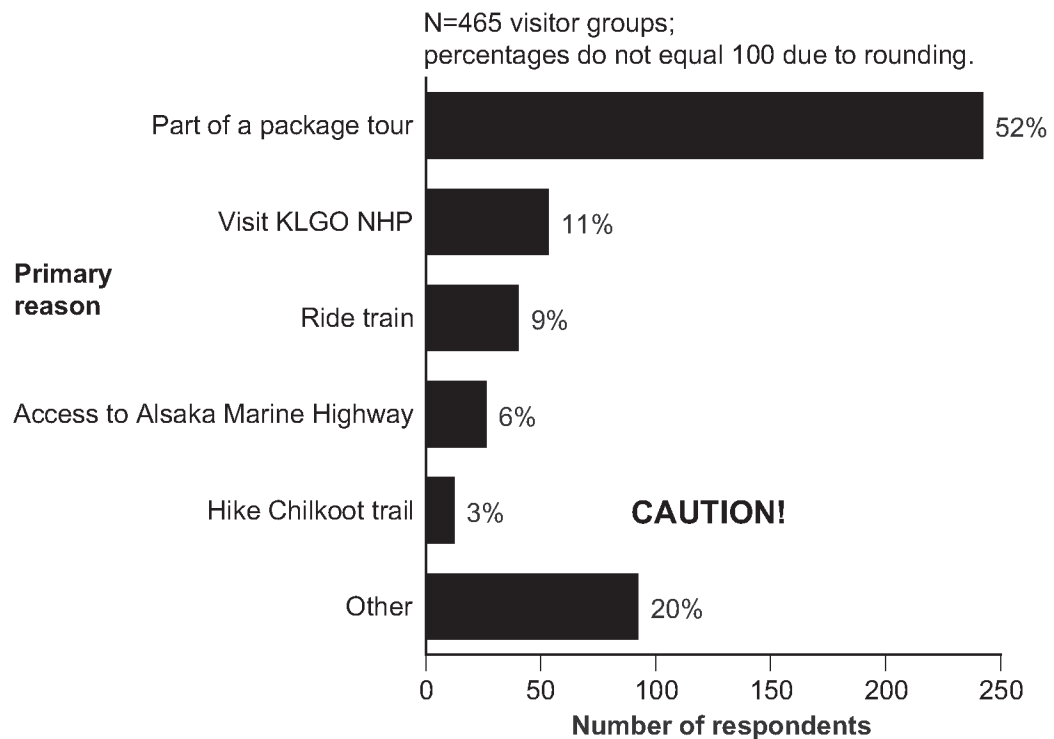


Figure 9: Sources of information used by visitors

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**Primary reasons  
for visiting**

Visitor groups were asked to indicate their primary reason for visiting the Skagway area. As is shown by Figure 10, the most commonly listed primary reasons for visiting were being part of a packaged tour (52%), visiting Klondike Gold Rush National Historical Park (11%) and riding the train (9%). Groups listed a number of “other” reasons for visiting, including visiting Skagway, riding the ferry, and sightseeing. The word “**CAUTION!**” is inserted in the graph because of the forest fire that may have prevented some visitors from hiking the Chilkoot Trail.

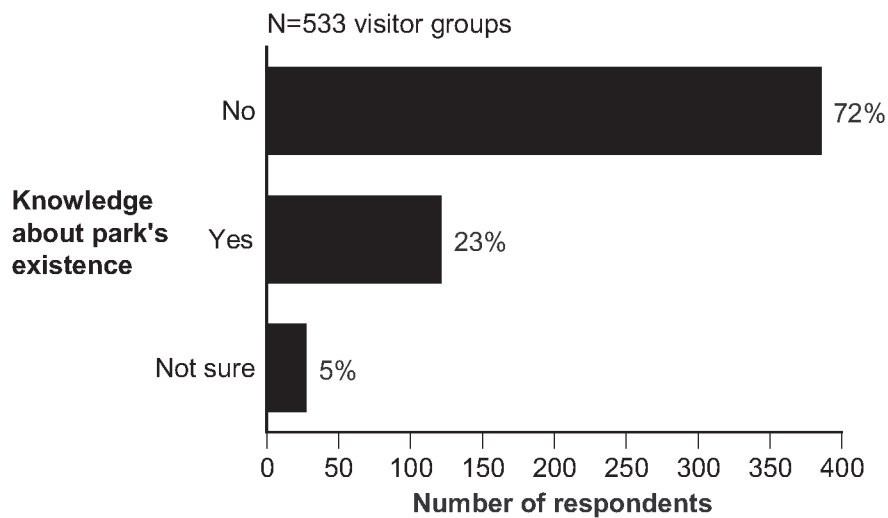


**Figure 10: Primary reason for visiting Skagway area**

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Visitor groups were asked if, prior to their visit, they were aware that Klondike Gold Rush National Historical Park existed. Seventy-two percent indicated that they were not aware that the park existed prior to visiting (see Figure 11). Twenty-three percent were aware of the park's existence, and 5% were not sure.

### Knowledge of park's existence

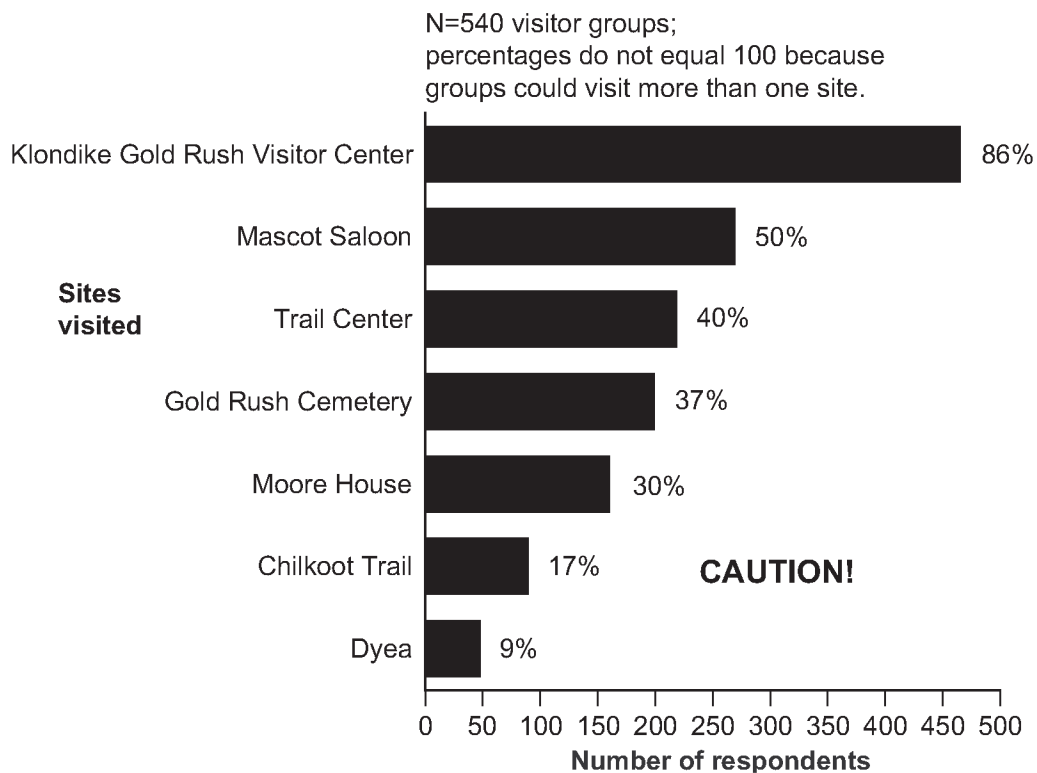


**Figure 11: Knowledge of park's existence prior to visit**

## Sites visited

Visitor groups were asked to indicate the sites that they had visited during their visit to Klondike Gold Rush National Historical Park. As is shown by Figure 12, the most commonly visited sites were Klondike Gold Rush National Historical Park Visitor Center (86%), the Mascot Saloon (50%), the Trail Center (40%) and the Gold Rush Cemetery (37%). The least visited site was Dyea (9%). The word “**CAUTION!**” is inserted in the graph because of the forest fire that prevented some visitors from visiting the Chilkoot Trail and Dyea.

In a separate question, visitor groups were asked if they visited Dyea. As is shown by Figure 13, 9% of visitor groups visited Dyea during this visit. Those who visited Dyea were asked to indicate the sites and services they visited or used while in Dyea. The most commonly used sites and services of those that visited Dyea were the Chilkoot Trailhead (63%), the historic townsite (61%), and the Slide Cemetery (47%), as is shown in Figure 14.



**Figure 12: Sites visited**

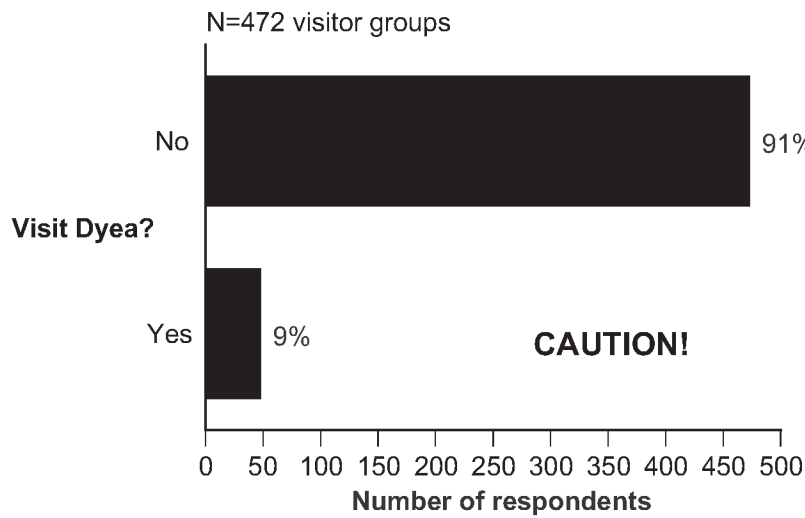


Figure 13: Visit Dyea?

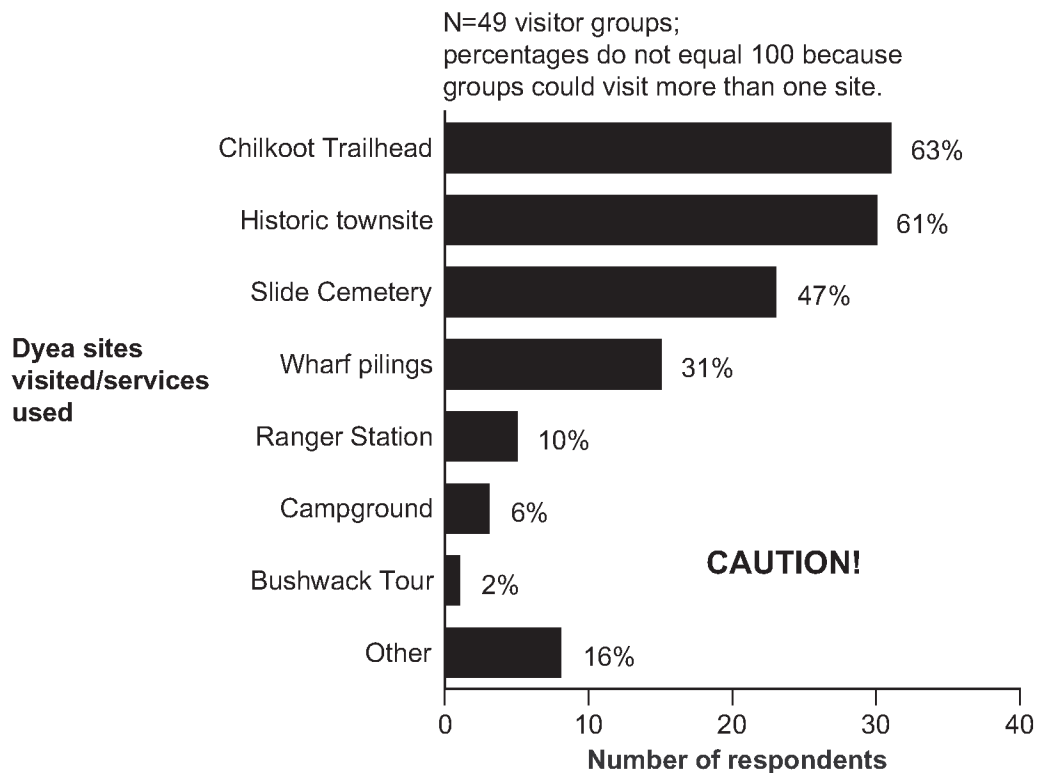
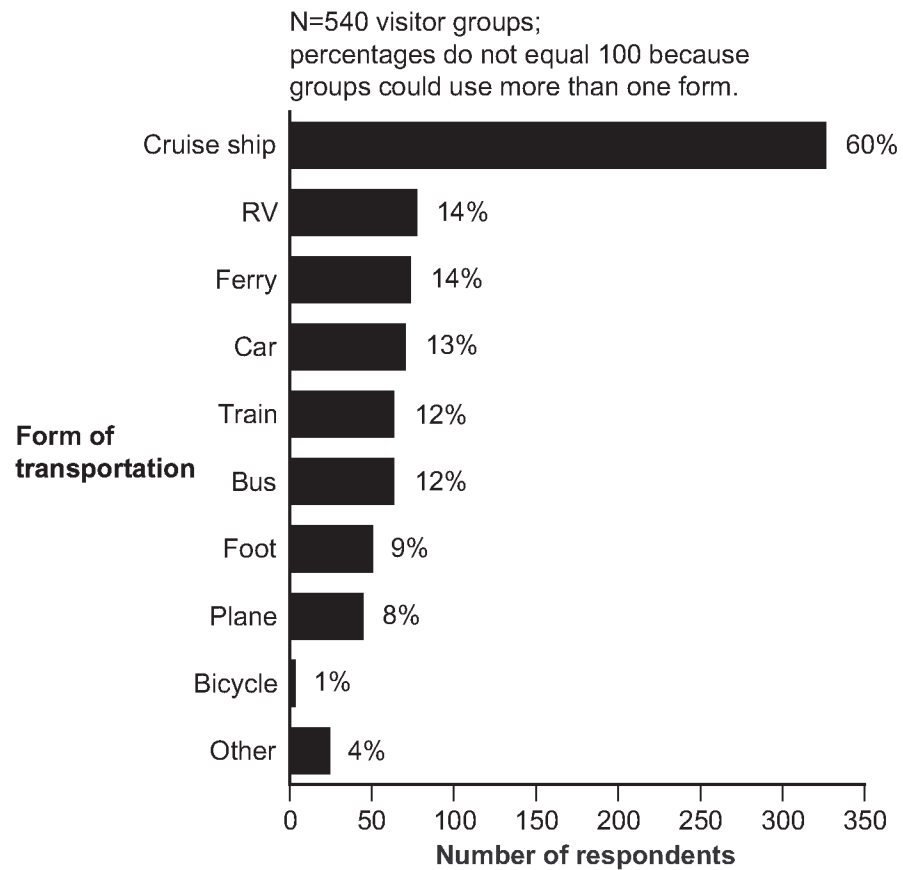


Figure 14: Dyea sites visited and services used

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**Forms of transportation**

Visitor groups were asked to indicate the forms of transportation they used to get to and from the Skagway area. As shown in Figure 15, the most commonly used forms of transportation were cruise ships (60%), RV's (14%), and ferries (14%). "Other" forms of transportation listed by visitor groups included the water taxi, motorcycles, and personal boats.

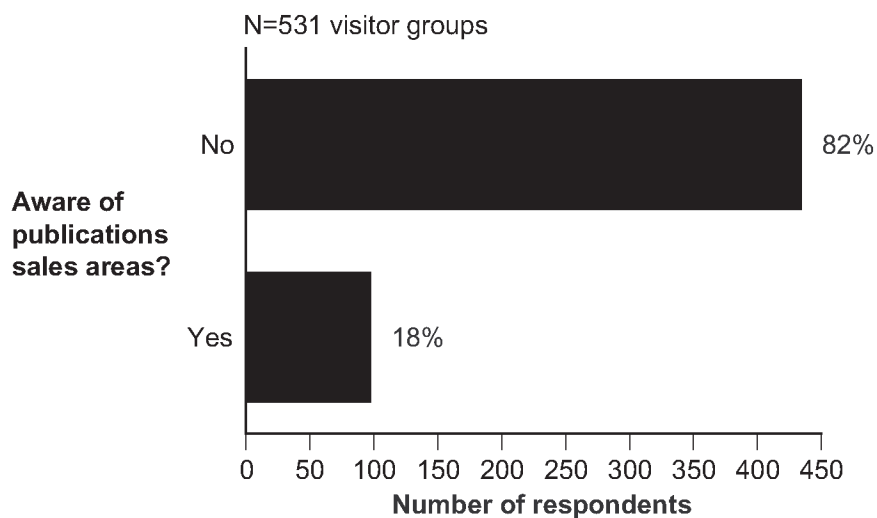


**Figure 15: Forms of transportation**

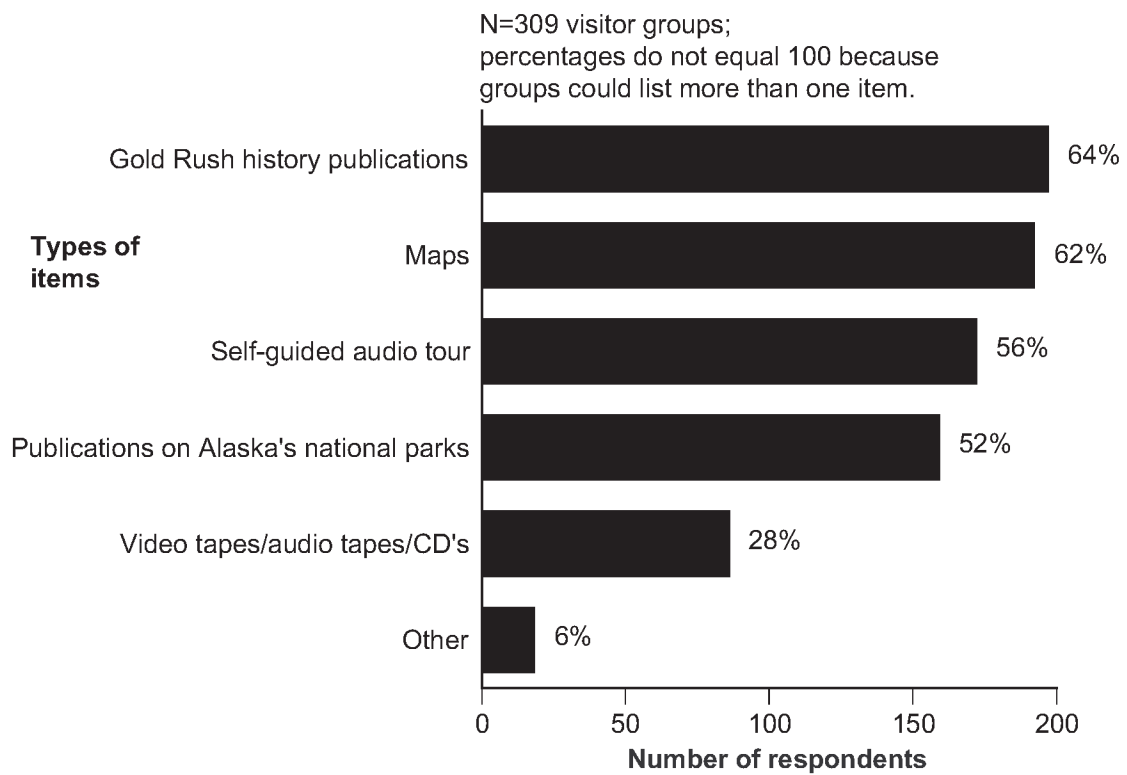
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**Publication  
sales area**

Visitor groups were asked if, prior to completing the questionnaire, they were aware that Klondike Gold Rush National Historical Park had publication sales areas at the visitor center and the Trail Center. Eighty-two percent of groups were not aware of the publication sales areas (see Figure 16). Visitor groups were also asked what types of items they would like to have available for purchase on a future visit to Klondike Gold Rush National Historical Park. As is shown by Figure 17, 64% of groups are interested in publications on Klondike Gold Rush history, 62% in maps, and 56% in self-guided audio tours of Skagway. Thirty-six percent of visitors (174 groups) were not interested in sales items.



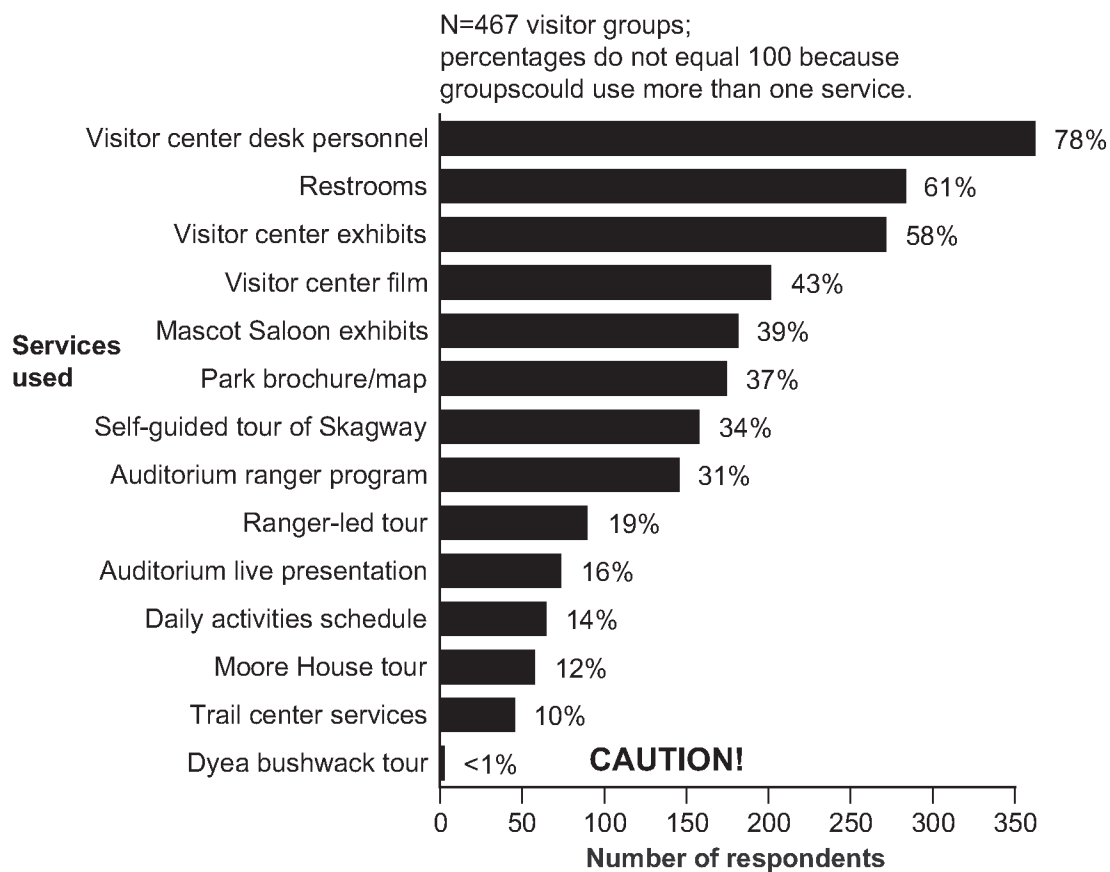
**Figure 16: Aware of sales areas?**



**Figure 17: Items available for purchase**

Visitor groups were asked to note the park services they used during their visit to Klondike Gold Rush National Historical Park. As is shown by Figure 18, the services that were most commonly used by visitor groups were visitor center information desk personnel (78%), restrooms at the visitor center and Mascot Saloon (61%), visitor center exhibits (58%) and the visitor center film (43%). The least used service was the Dyea Bushwack Tour (<1%). The word **“CAUTION!”** is inserted in the graph because of the forest fire that prevented some visitors from going on the Dyea Bushwack Tour.

**Services: use,  
importance and  
quality**



**Figure 18: Services used**

Visitor groups rated the importance and quality of each of the services they used. The following five point scales were used in the questionnaire:

IMPORTANCE	QUALITY
5=extremely important	5=very good
4=very important	4=good
3=moderately important	3=average
2=somewhat important	2=poor
1=not important	1=very poor

Figure 19 shows the average importance and quality ratings for visitor services. An average score was determined for each service based on ratings provided by visitors who used that service. This was done for both importance and quality, and the results are plotted on the grid shown in Figure 19. All services were rated as above "average" both in importance and quality. It should be noted that the Dyea Bushwack Tour was not rated by enough people to provide reliable data.

Figures 20-33 show the importance ratings that were provided by visitor groups for each of the individual services. Those services receiving the highest proportion of "extremely important" or "very important" ratings included the ranger-led walking tour (94%), restrooms (94%) and the live presentation in the visitor center auditorium (87%). The highest proportion of "not important" ratings was for the tour of Moore House (6%).

Figures 34-47 show the quality ratings that were provided by visitor groups for each of the individual services. Those services receiving the highest proportion of "very good" or "good" ratings included the live presentation in the visitor center auditorium (98%), the ranger-led walking tour (96%) and the ranger program in the visitor center auditorium (94%). The highest proportion of "very poor" ratings was for the tour of Moore House (2%).

Figure 48 combines the "very good" and "good" quality ratings and compares those ratings for all of the services.

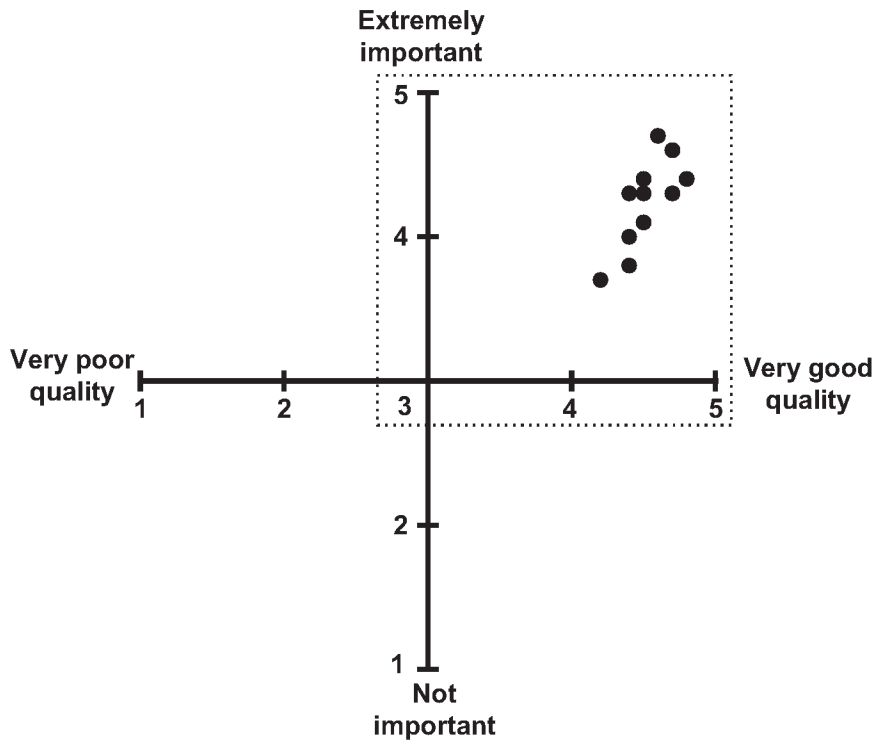


Figure 19: Average ratings of service importance and quality

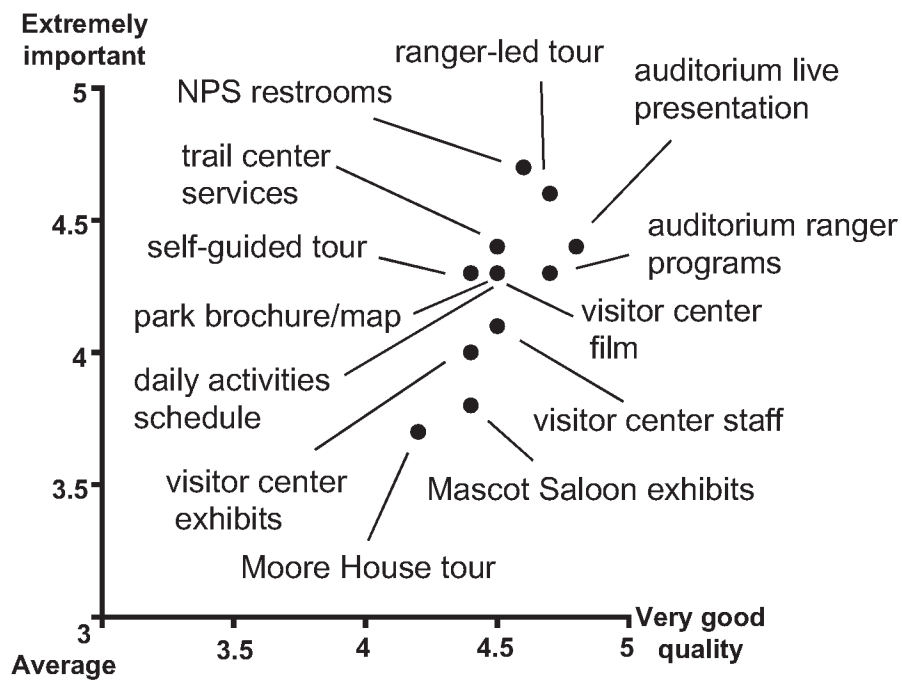
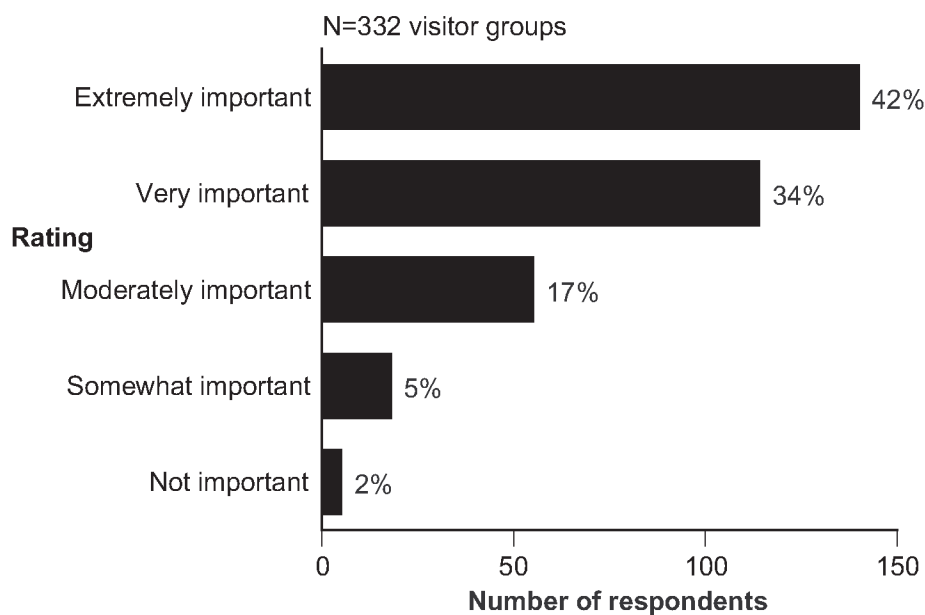
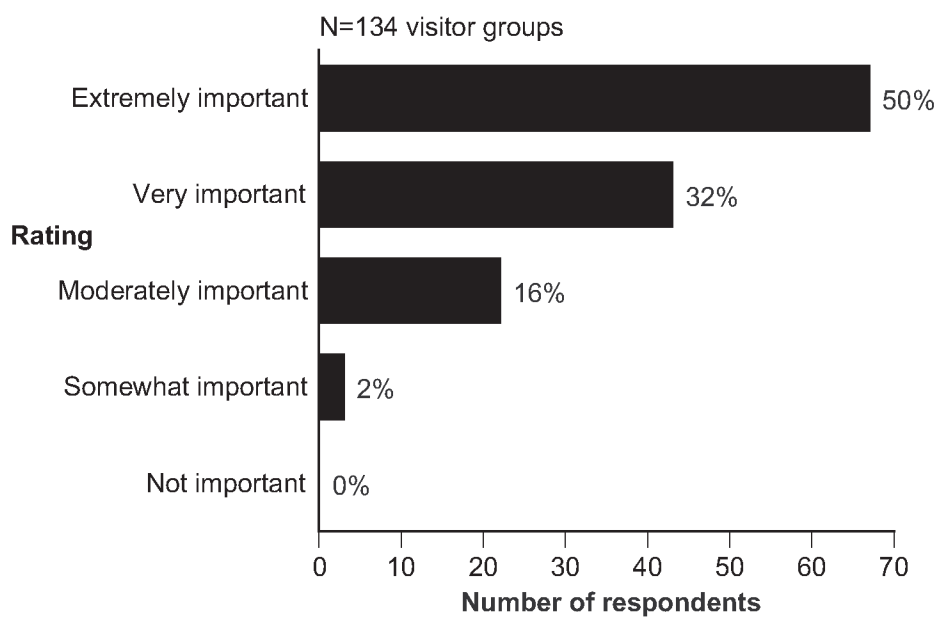


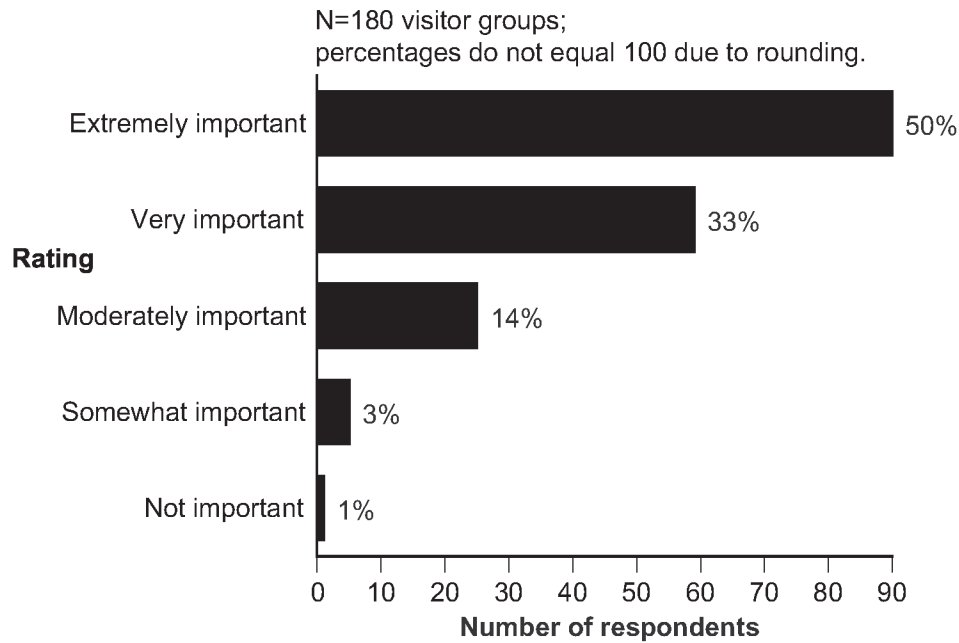
Figure 19: Detail



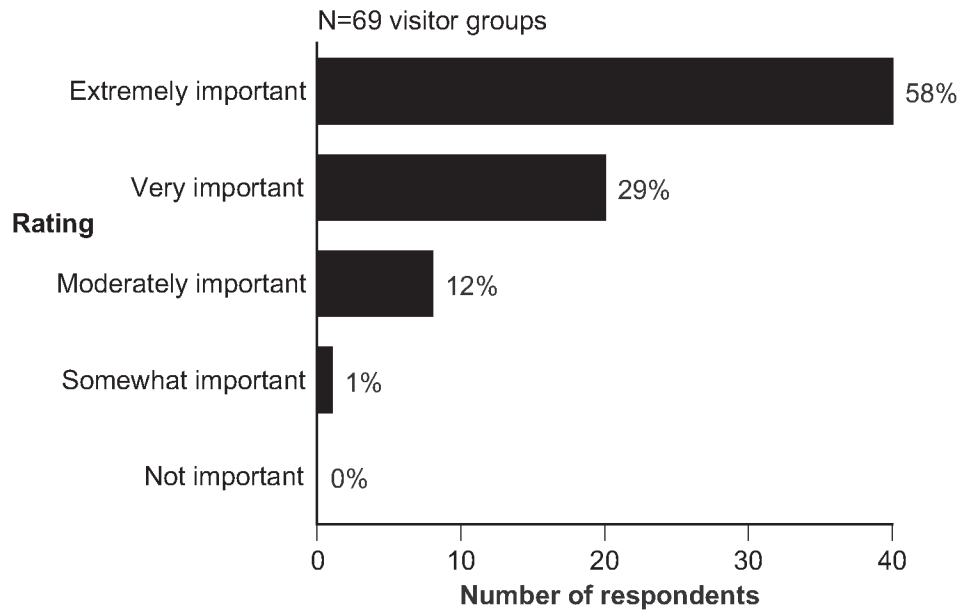
**Figure 20: Importance of visitor center information desk personnel**



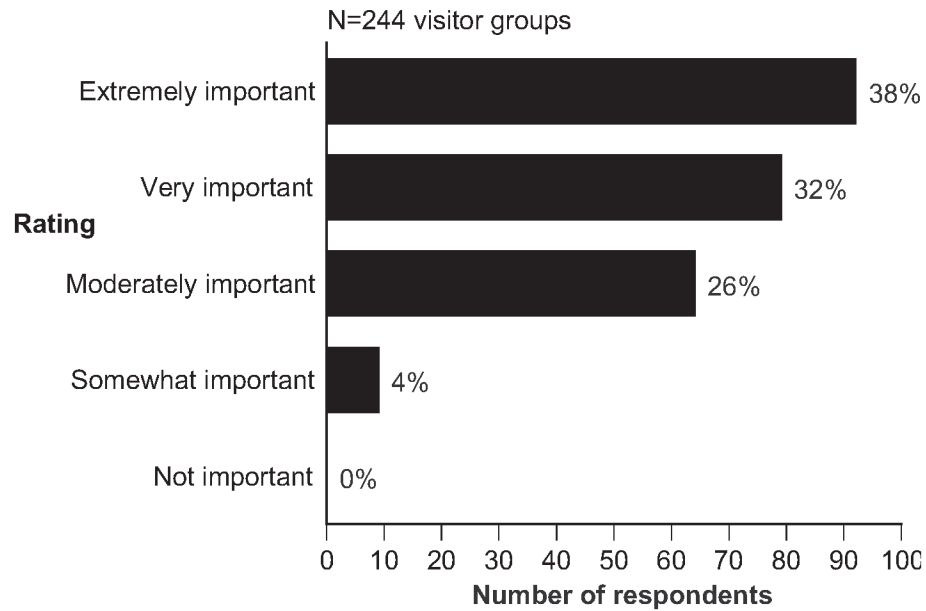
**Figure 21: Importance of ranger program in visitor center auditorium**



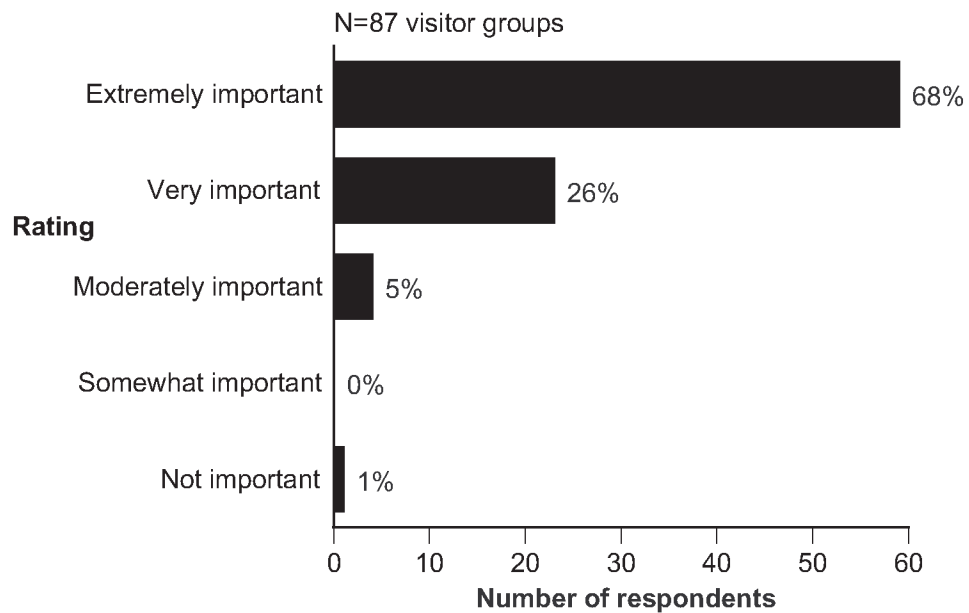
**Figure 22: Importance of visitor center film**



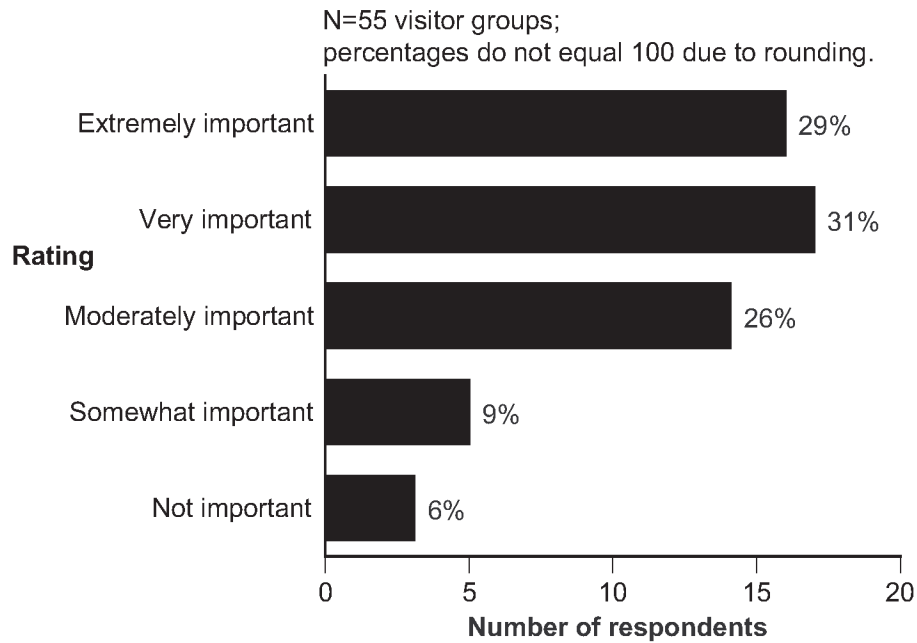
**Figure 23: Importance of live presentation in visitor center auditorium**



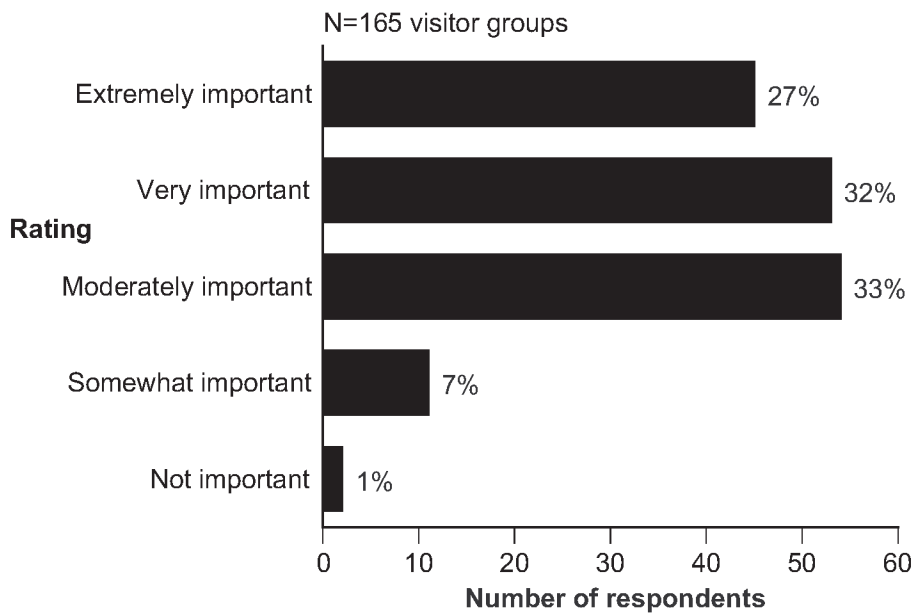
**Figure 24: Importance of visitor center exhibits**



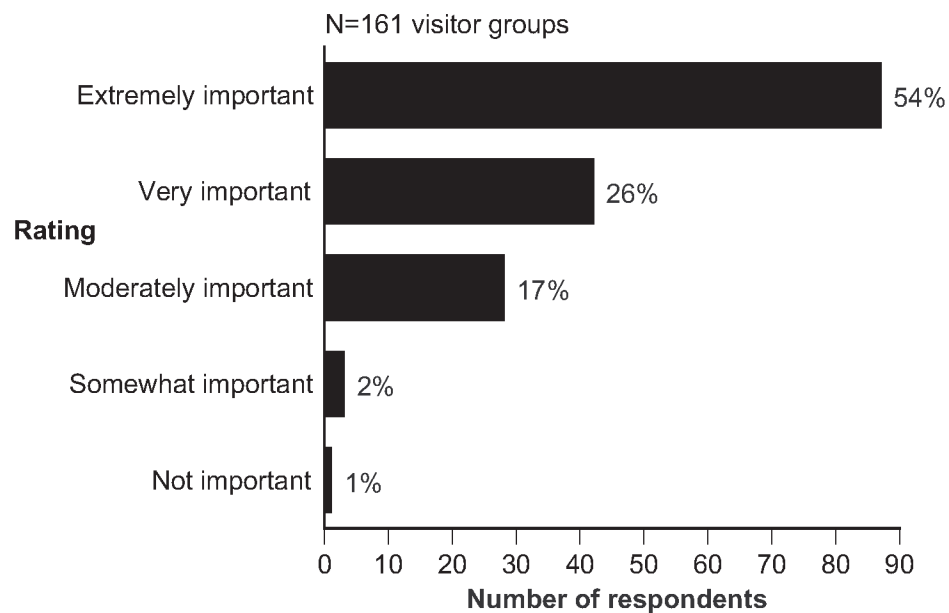
**Figure 25: Importance of ranger-led walking tour of Skagway Historic District**



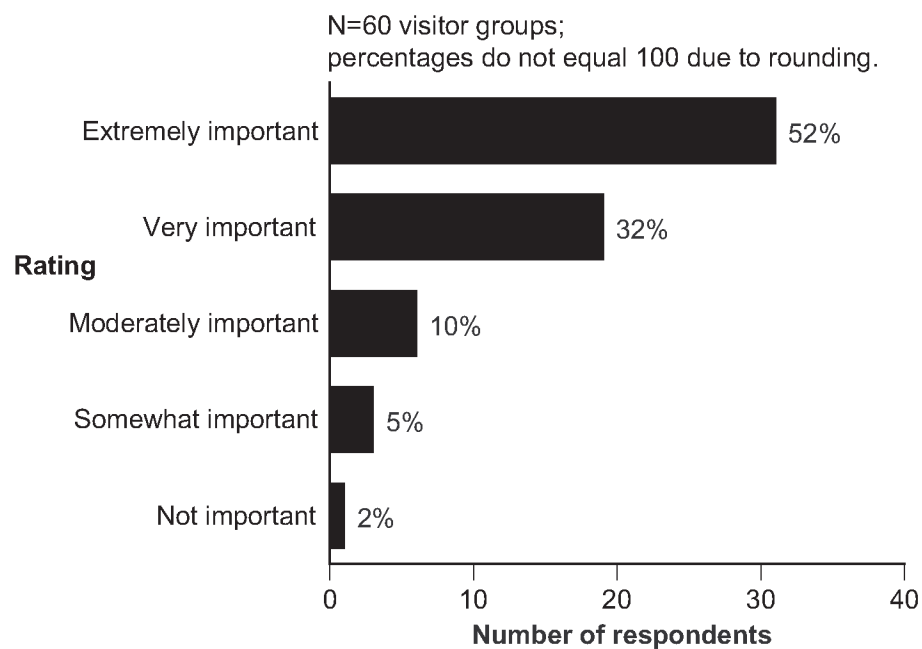
**Figure 26: Importance of tour of Moore House**



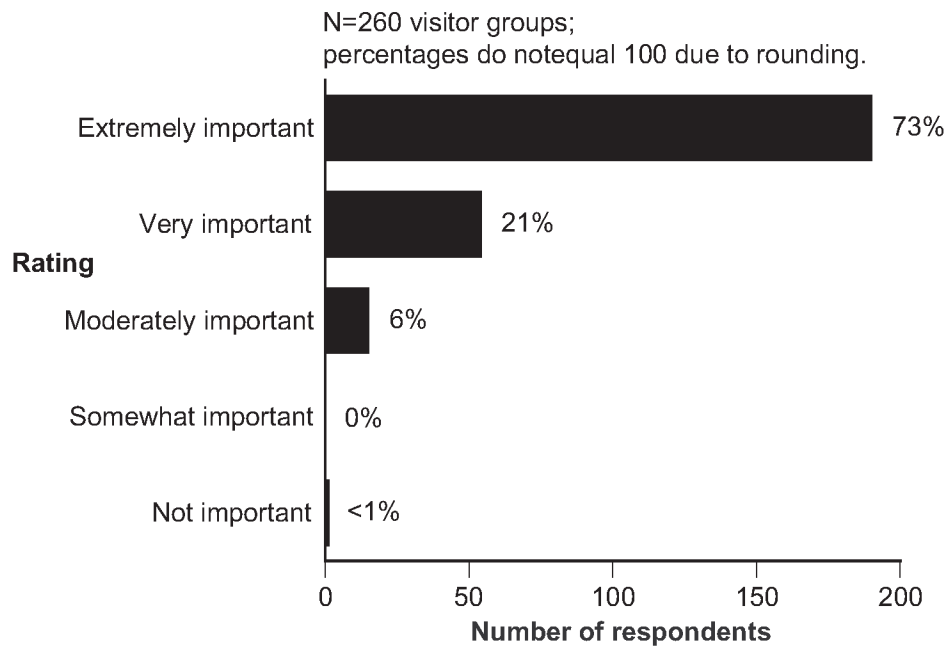
**Figure 27: Importance of Mascot Saloon exhibits**



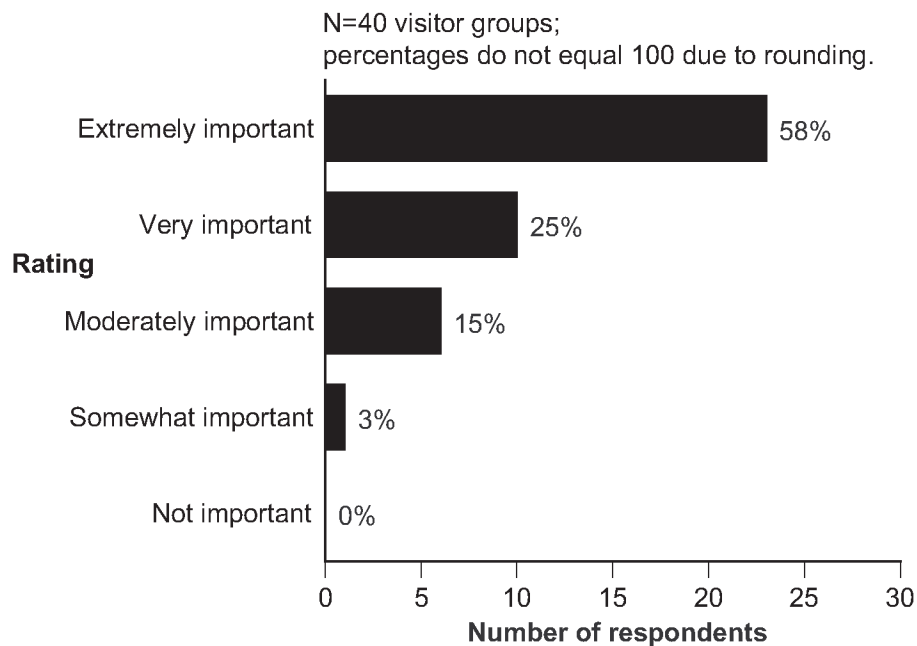
**Figure 28: Importance of park brochure/map**



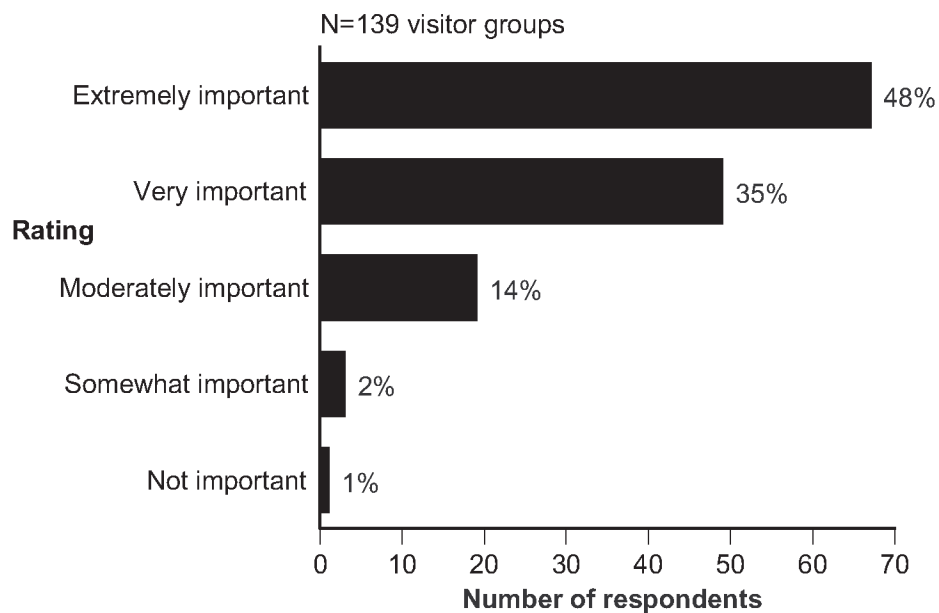
**Figure 29: Importance of daily activities schedule**



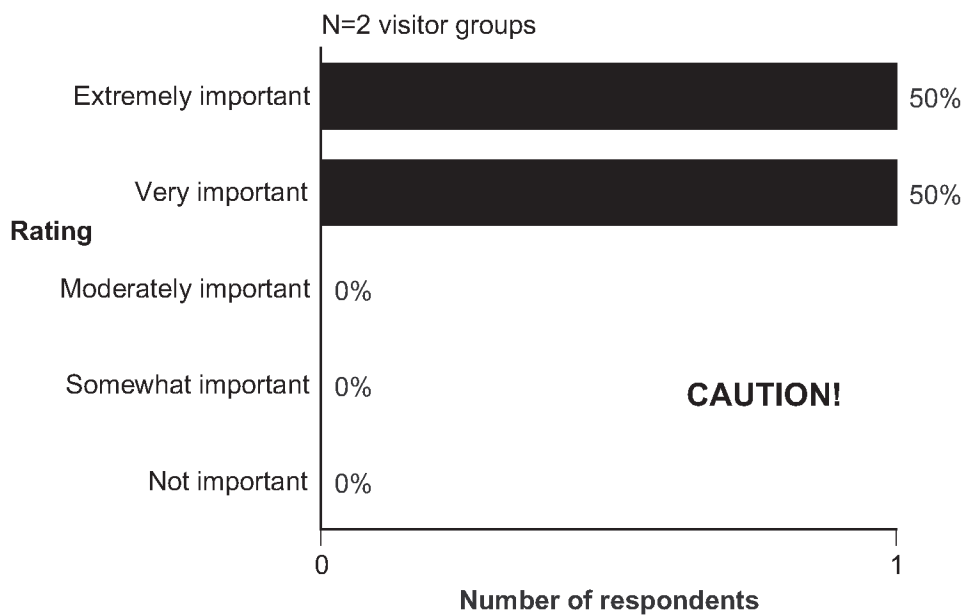
**Figure 30: Importance of restrooms at the visitor center and Mascot Saloon**



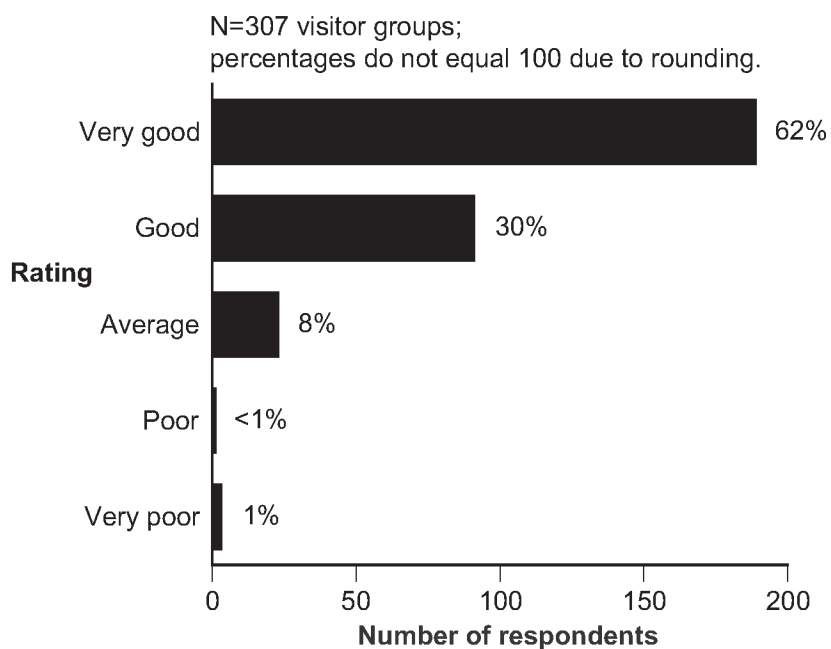
**Figure 31: Importance of Trail Center services**



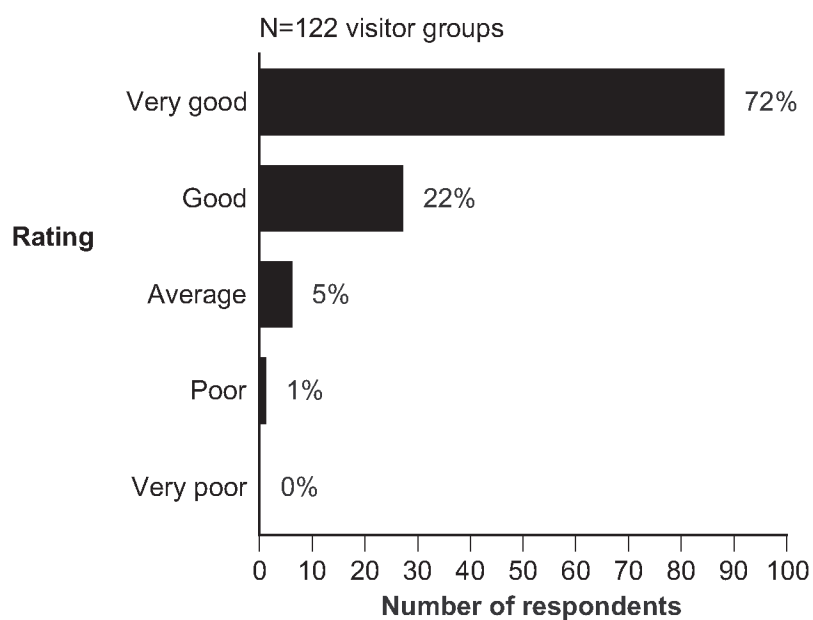
**Figure 32: Importance of self-guided tour of Skagway Historic District (map)**



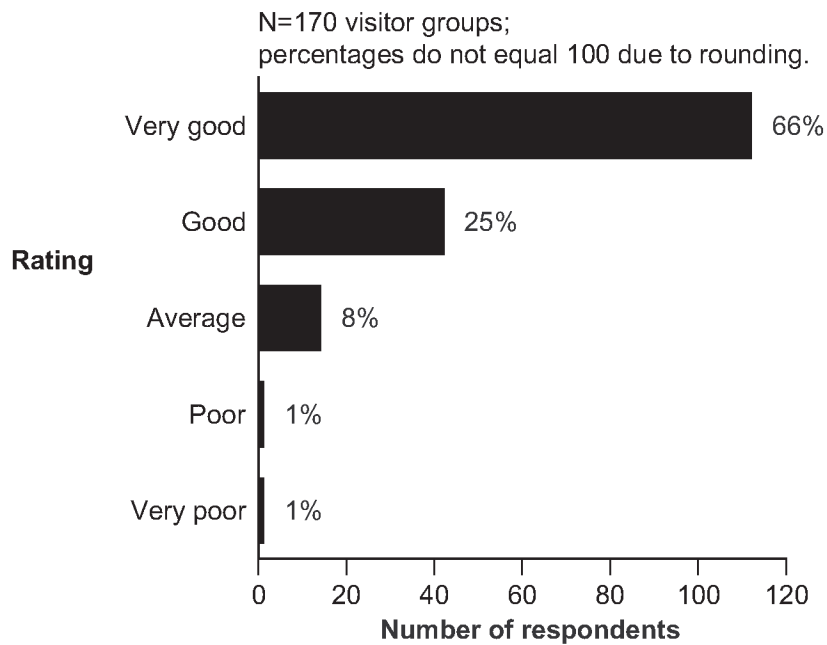
**Figure 33: Importance of Bushwack Tour of Dyea area**



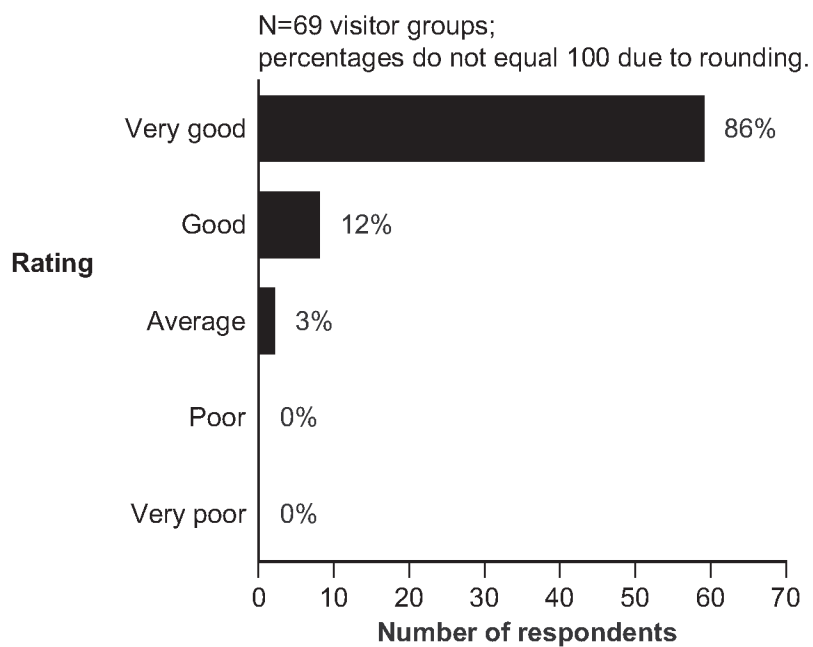
**Figure 34: Quality of visitor center information desk personnel**



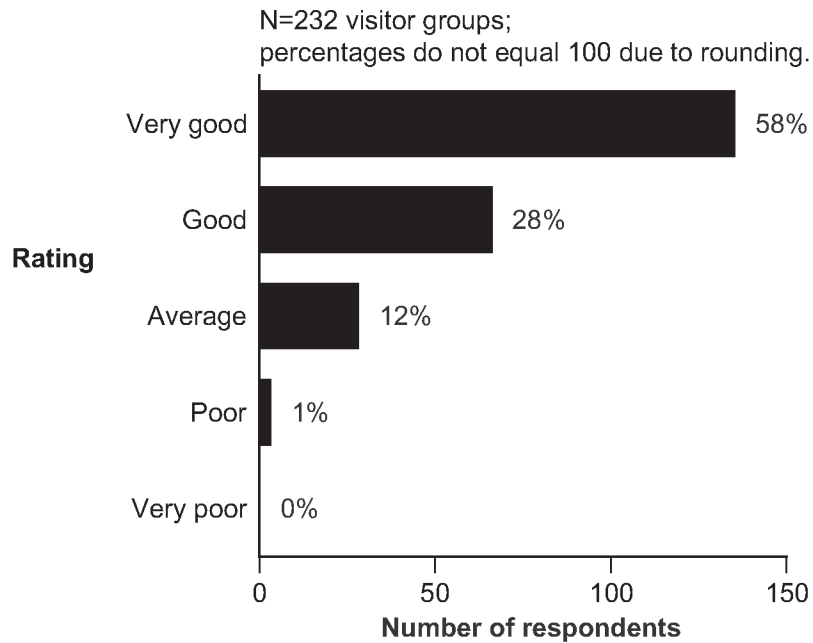
**Figure 35: Quality of ranger program in visitor center auditorium**



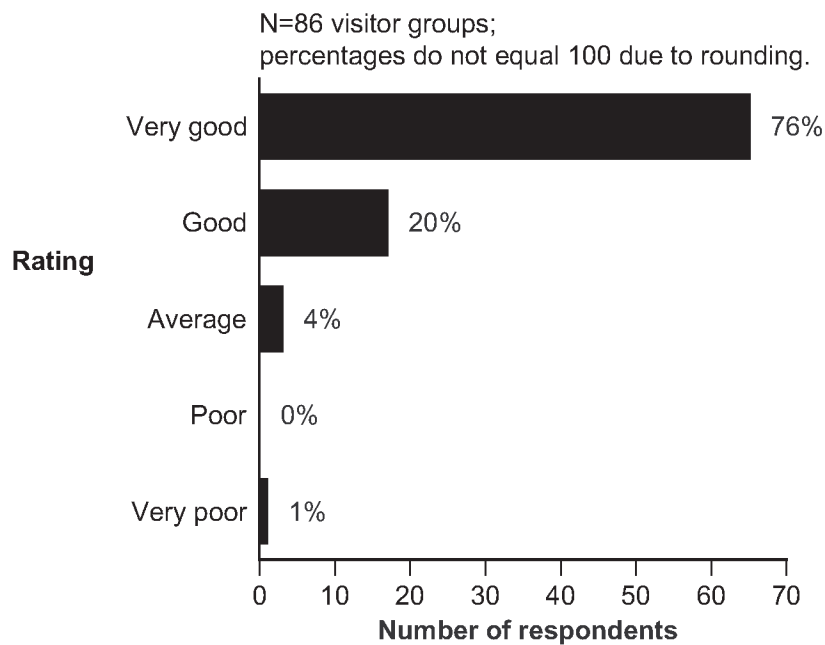
**Figure 36: Quality of visitor center film**



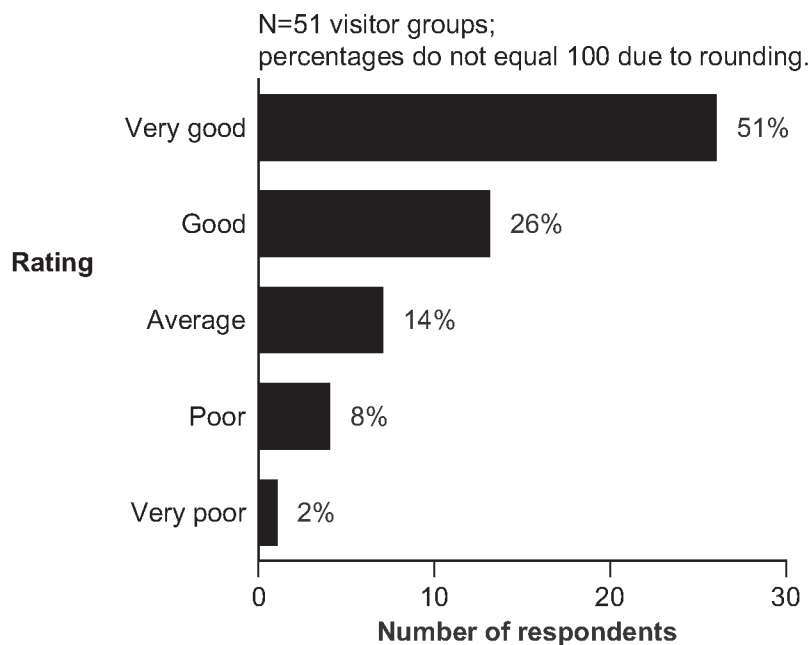
**Figure 37: Quality of live presentation in visitor center auditorium**



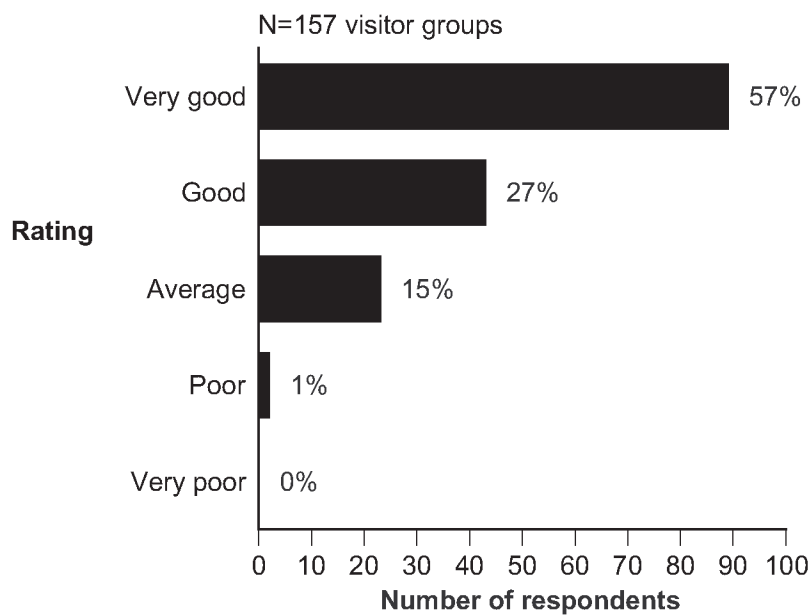
**Figure 38: Quality of visitor center exhibits**



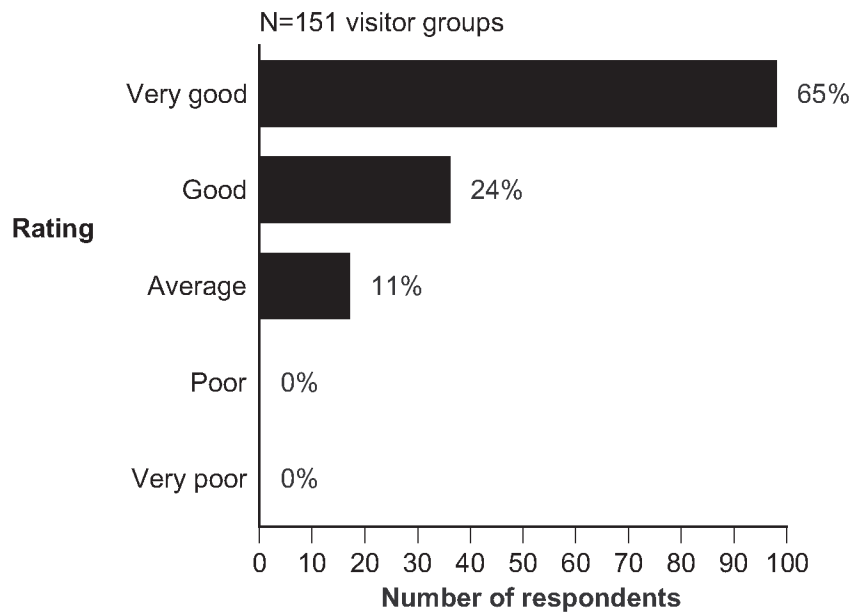
**Figure 39: Quality of ranger-led walking tour of the Skagway Historic District**



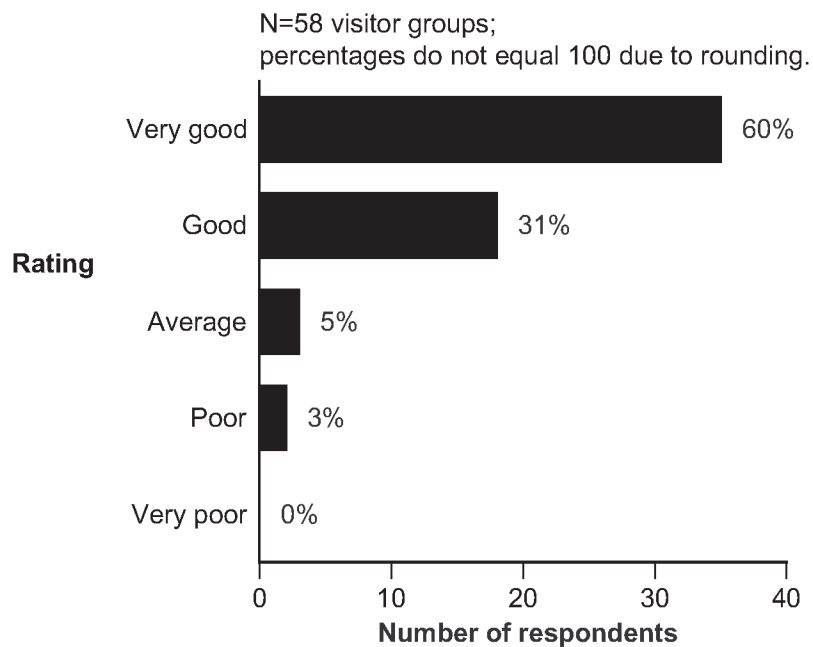
**Figure 40: Quality of tour of Moore House**



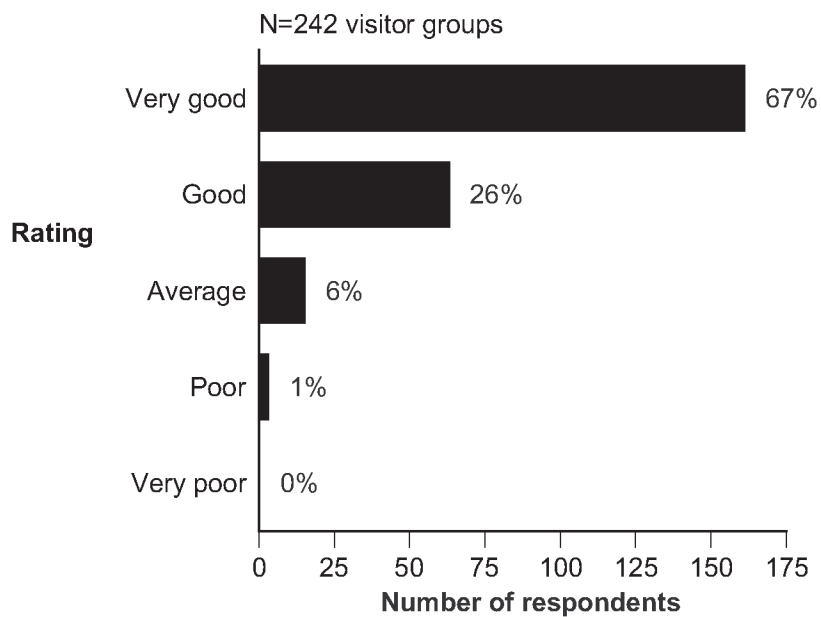
**Figure 41: Quality of Mascot Saloon exhibits**



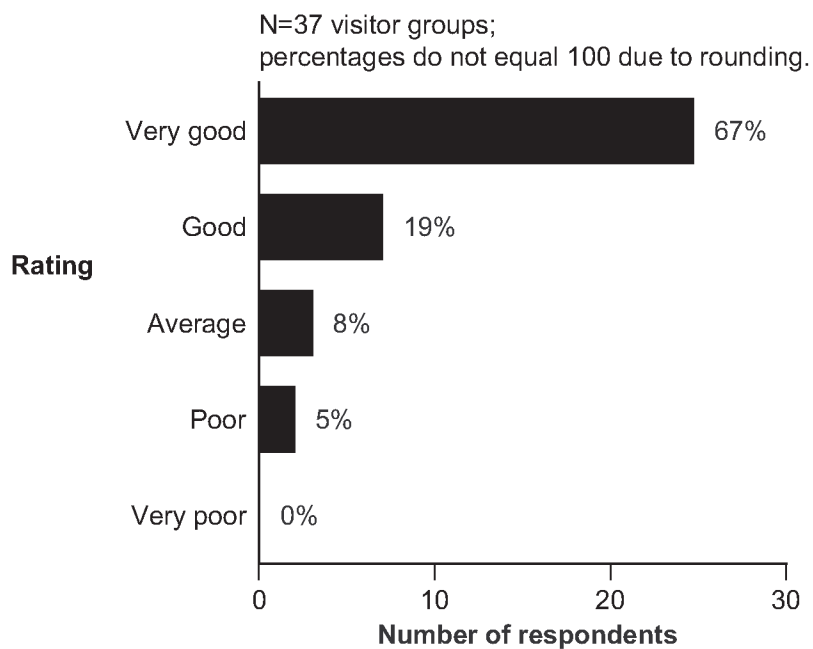
**Figure 42: Quality of park brochure/map**



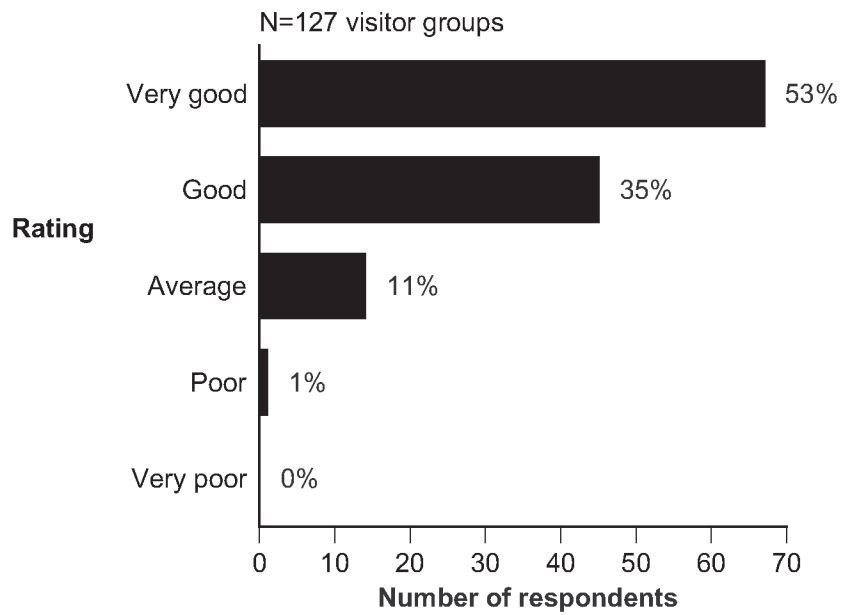
**Figure 43: Quality of daily activities schedule**



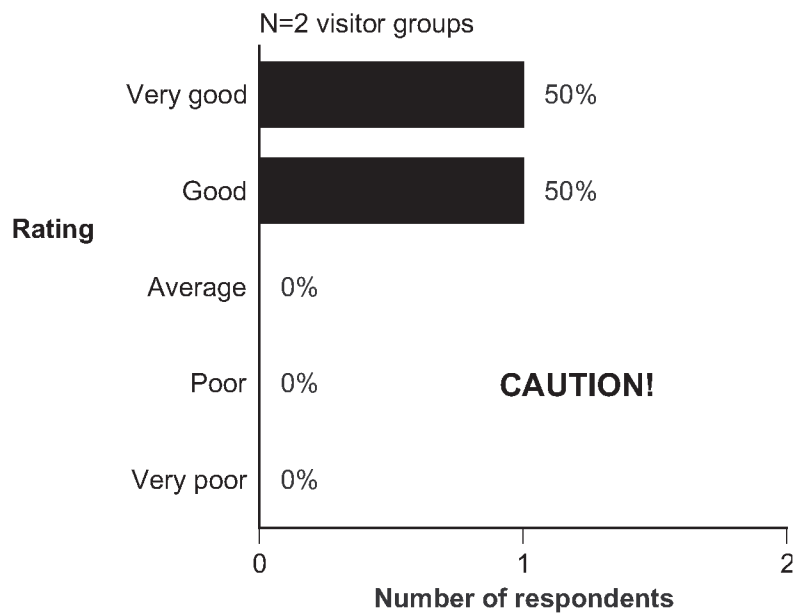
**Figure 44: Quality of restrooms at visitor center and Mascot Saloon**



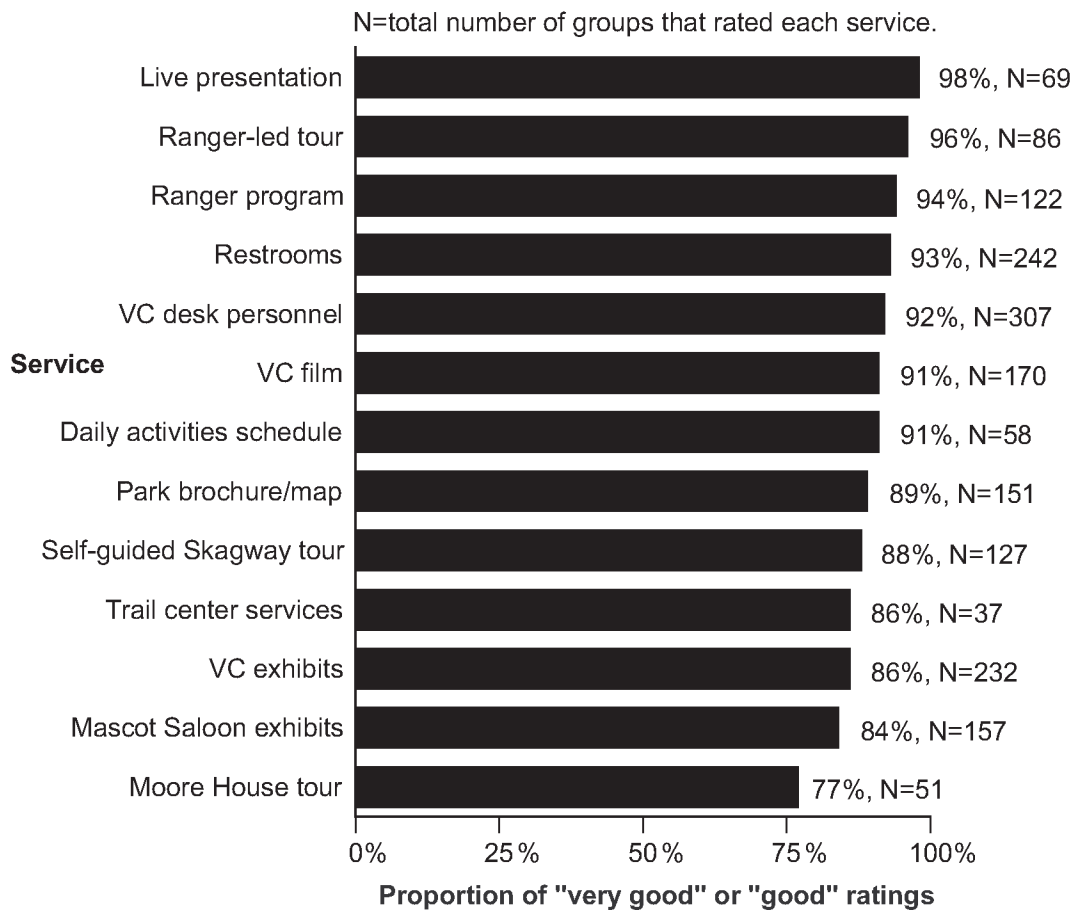
**Figure 45: Quality of Trail Center services**



**Figure 46: Quality of self-guided tour of Skagway Historic District (map)**



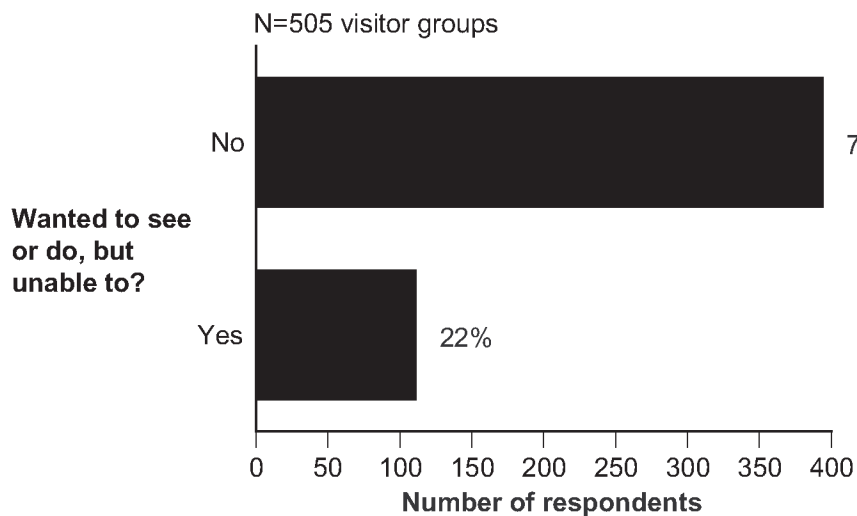
**Figure 47: Quality of Bushwack Tour of Dyea area**



**Figure 48: Combined proportions of "very good" or "good" quality ratings for services**

Visitor groups were asked if there was anything specific that they wanted to see or do, but were unable to during their visit. As is shown by Figure 49, the majority of visitor groups (78%) indicated that they were able to see or do what they wanted to. Those that were unable to see or do what they wanted were asked to list what it was they were unable to see or do and what it was that prevented them from seeing or doing what they wanted to. These responses are listed in Tables 4 and 5. the word **“CAUTION!”** is inserted in Table 4 because the forest fire, over which the NPS had no control, prevented many groups from visiting Dyea and hiking the Chilkoot Trail.

### Visitor expectations



**Figure 49: Wanted to see or do, but unable to?**

**Table 4: Visitor expectations**

N=127 comments

**CAUTION!**

Comment	Number of times mentioned
Go to Dyea	29
Walk part of Chilkoot/hiking	25
Take train ride	17
Visit cemetery	11
Ranger-led walk/tour/program	5
Historical viewing/visit historic sites	5
Helicopter flight to see glacier or eagle preserve	5
More visits to landmarks	4
Didn't have time to explore options	3
Visit Moore House	2
Stay at Dyea Campground	2
Eagle preserve float trip/flight	2
See wildlife	2
Visit museum/visitor center	2
Other	18

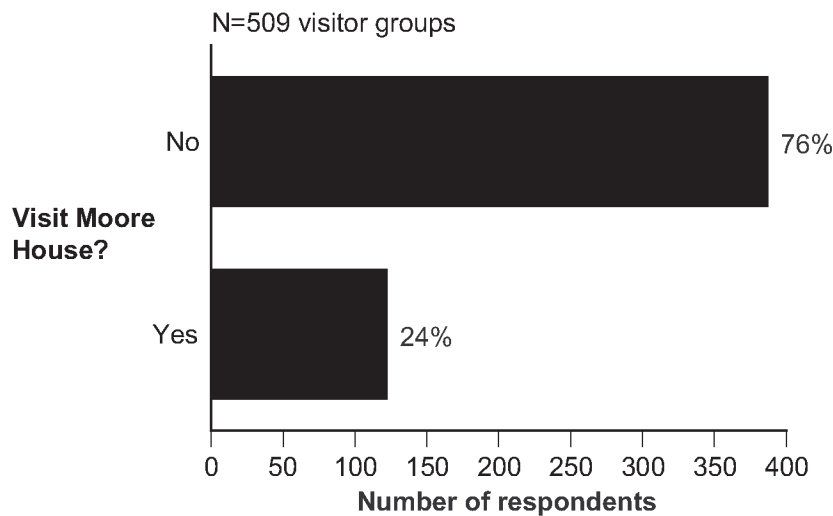
**Table 5: What prevented groups from seeing or doing**  
N=139 comments

Comment	Number of times mentioned
Not enough time	58
Fire/road closed	27
Weather	10
Distance/out of town	5
Poor value of Canadian dollar	3
Too expensive	3
No car/transportation	3
Engine trouble on the train	3
Didn't see info for what we wanted	3
Needed more info on what to see/do	3
Time of visit didn't coincide with activity desired	3
Confused the schedule/made mistake	2
Road to cemetery looked too difficult	2
Participated in other activities	2
Other	12

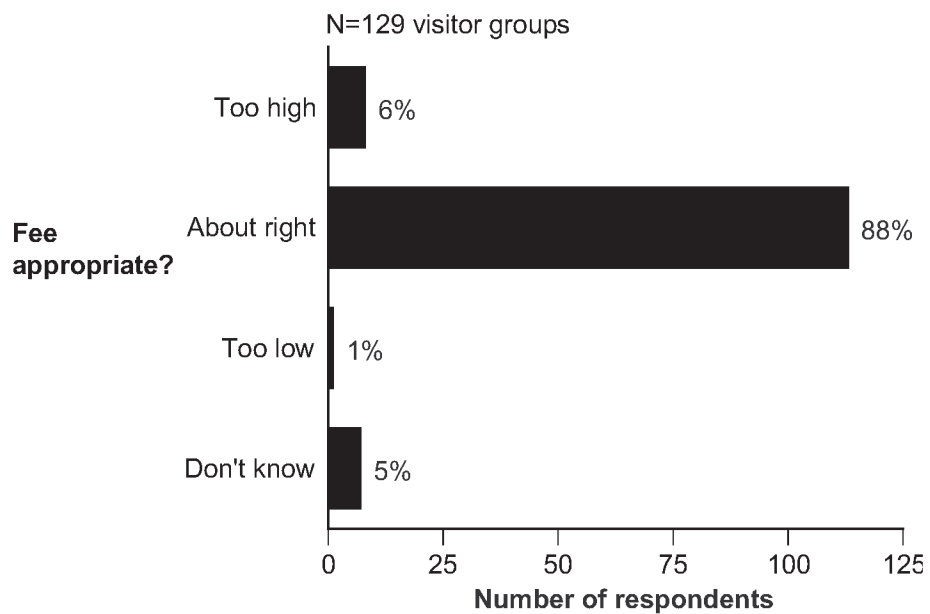
### Visiting Moore House

Visitor groups were asked if they visited Moore House during their visit to Klondike Gold Rush National Historical Park. As is shown by Figure 50, 24% of groups visited Moore House. It should be noted that groups were not asked if they actually entered Moore House.

Those visitor groups who visited Moore House were asked how appropriate they felt the fee was (\$2 for adults, \$1 for children and seniors). A majority of groups (88%) indicated that the fee was “about right” while 6% felt the fee was “too high” (see Figure 51). Visitor groups who did not visit the Moore House were asked why they did not. Their responses are listed in Table 6.



**Figure 50: Visit Moore House?**



**Figure 51: Moore House fee appropriate?**

**Table 6: Why visitors did not visit Moore House**

N=306 comments

Comment	Number of times mentioned
Not enough time	130
Unaware of Moore House	71
Admission fee	18
Not interested	15
Participated in other activities	11
Not sure	10
Not aware of historical significance	7
Just looked from outside	6
Unavailable/hours of operation	5
Not part of tour	5
Overlooked it	3
Too tired	3
Have seen other historical homes	2
Didn't make use of info received	2
Lack of information	2
Child not interested	2
Wanted to shop instead	2
Other	12

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## Expenditures

Visitor groups were asked to state the amount of money they had spent in the Skagway area on this visit. Groups were asked to indicate the amounts they spent for lodging, travel, food and "other" items (such as souvenirs, gifts and film).

**Total expenditures:** Seven percent of visitor groups spent no money in the Skagway area (see Figure 52). Twenty-six percent of the groups spent from \$1 to \$50, and another 15% spent from \$51 to \$100. Of the total expenditures by groups, 22% was for travel, 17% was for lodging, 14% was for food and 46% was for "other" items (see Figure 53).

The average visitor group expenditure during this visit was \$271. The median visitor group expenditure (50% of groups spent more and 50% of groups spent less) was \$118. The average per capita expenditure was \$101.

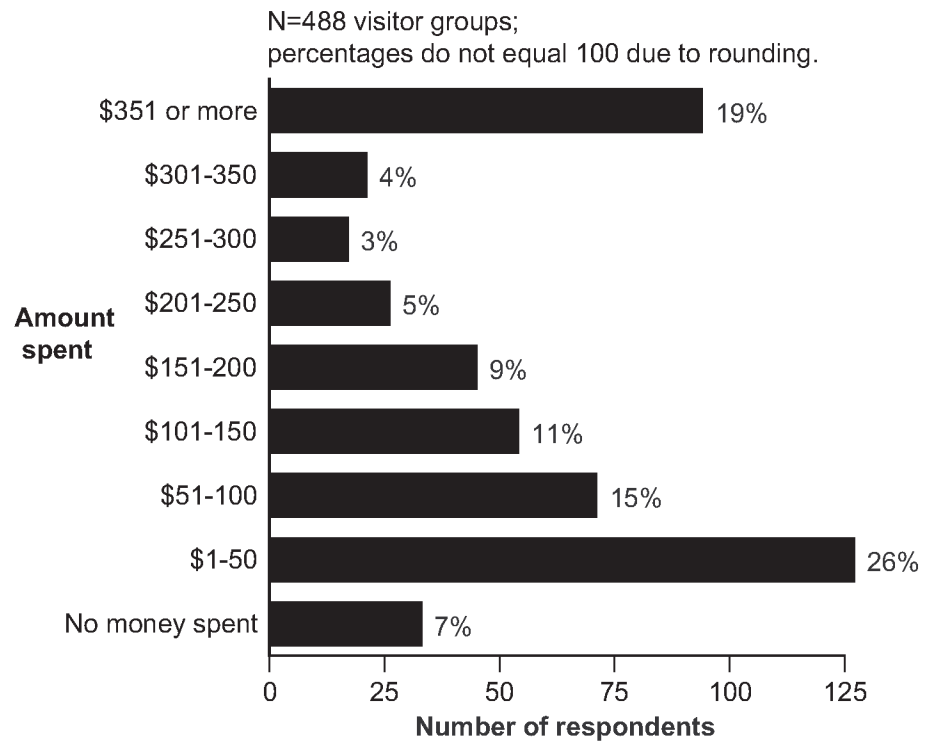
**Lodging:** Sixty-one percent of visitor groups spent no money on lodging in the Skagway area (see Figure 54). Seven percent of the groups spent from \$1 to \$25 and another 10% spent from \$26 to \$50.

**Travel:** Forty-nine percent of visitor groups spent no money on travel in the Skagway area (see Figure 55). Nine percent of the groups spent from \$26 to \$50 and another 17% spent \$151 or more.

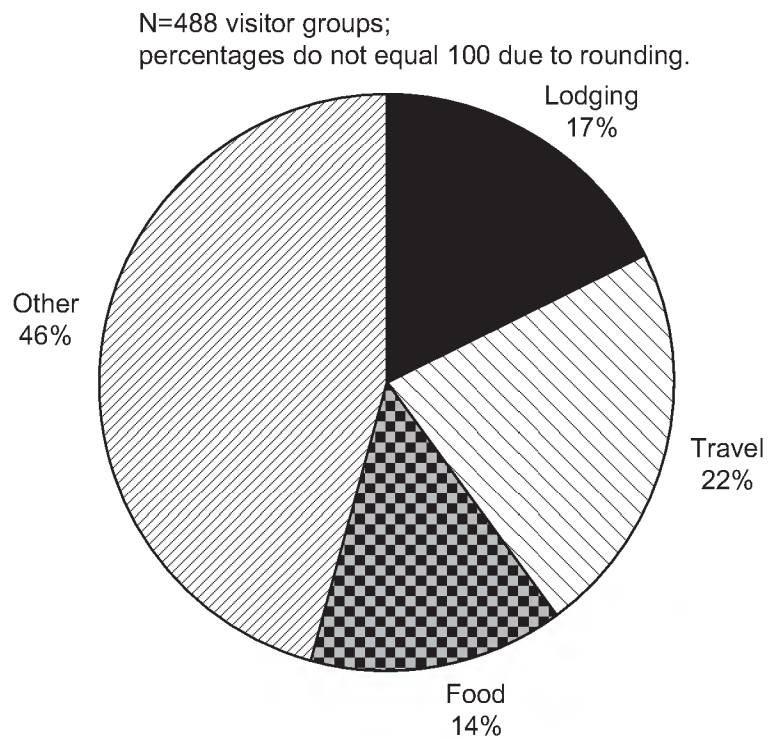
**Food:** Thirty-two percent of the groups spent from \$1 to \$25 and another 21% spent from \$26 to \$50 (see Figure 56). Twenty-three percent of visitor groups spent no money on food in the Skagway area.

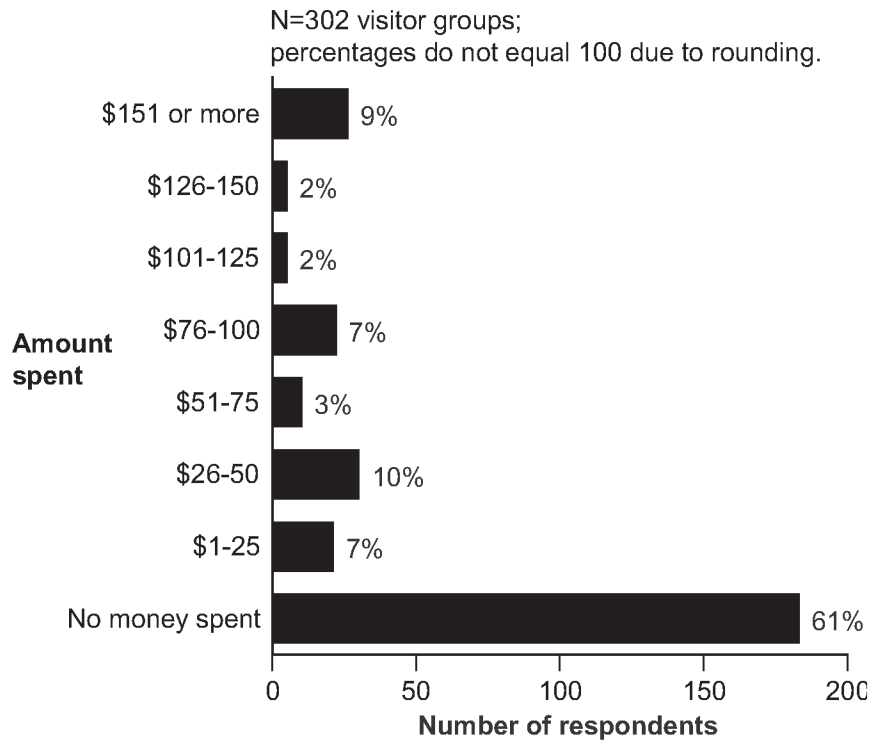
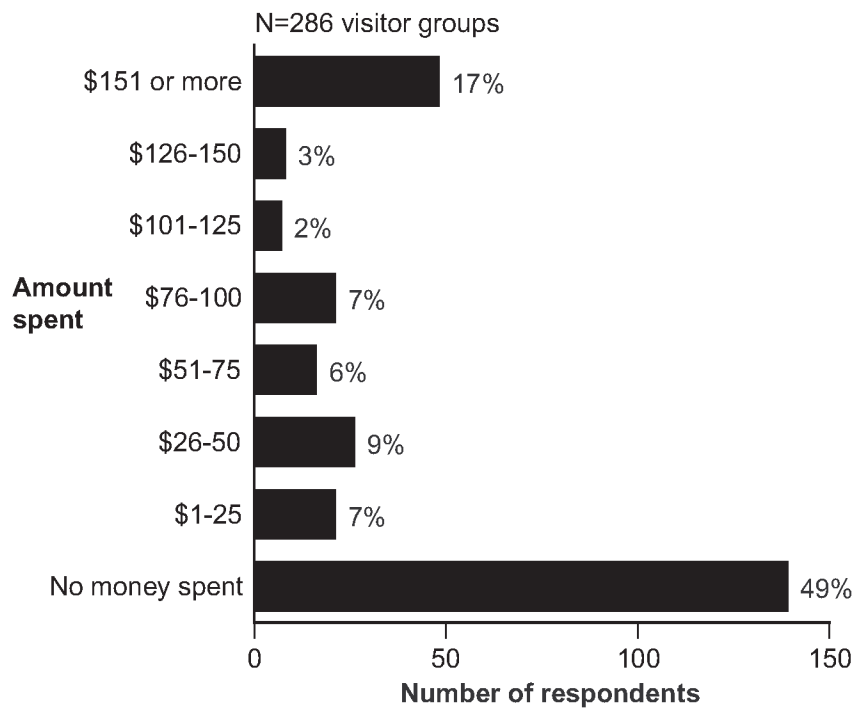
**"Other" items:** Forty-one percent of the groups spent from \$1 to \$50 and another 28% spent \$151 or more (see Figure 57). Eight percent of visitor groups spent no money on "other" items (such as souvenirs, film and gifts) in the Skagway area.

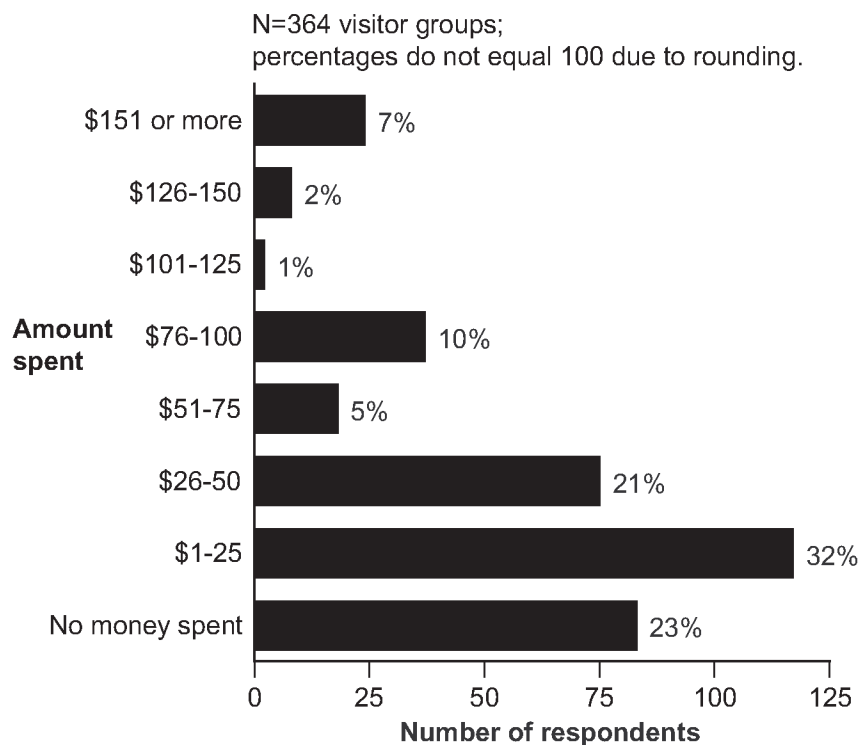
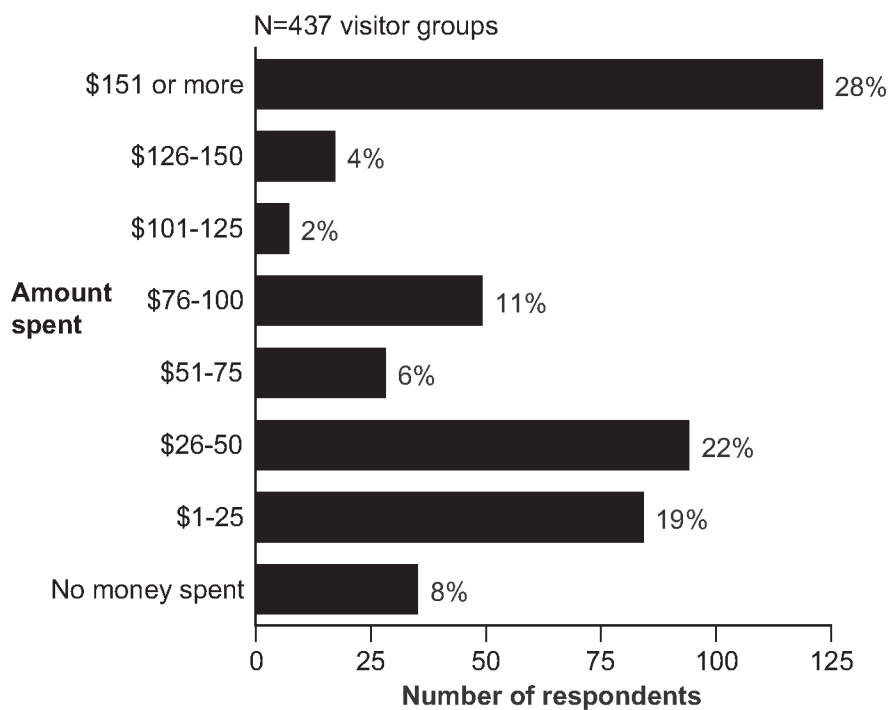
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**Figure 52: Total expenditures in the Skagway area**



**Figure 53: Proportions of expenditures in the Skagway area****Figure 54: Expenditures for lodging in the Skagway area**

**Figure 55: Expenditures for travel in the Skagway area****Figure 56: Expenditures for food in the Skagway area**

### Figure 57: Expenditures for “other” items in the Skagway area

	Comment summary
Forty-three percent of visitor groups (232 groups) wrote additional comments, which are included in the separate appendix of this report (see Table 7). Their comments about Klondike Gold Rush National Historical Park are summarized below and in the appendix. Some comments offer specific suggestions on how to improve the park; others describe what visitors enjoyed or did not enjoy about their visit.	

### Table 7: Additional comments

N=396 comments;  
many visitors made more than one comment.

Comment	Number of times mentioned
<b>PERSONNEL</b>	
Rangers did an excellent job with presentations	
Friendly/hospitable staff	13
Staff was glad to help us	4
Other comments	2
<b>INTERPRETIVE SERVICES</b>	
Slide program/film very interesting/informative	15
Created new interest in Gold Rush	13
Enjoyed museum/visitor center	10
Nice information/well done	5
Robert Service presentation entertaining/good	4
Moore House needs tour guide/ SGT insufficient	2
Consider interpretive partnership with cruise lines	2
Other comments	17
<b>FACILITIES AND MAINTENANCE</b>	
Appreciate restoration/preservation efforts	10
Clean restroom was great	2
Other comments	13

Comment	Number of times mentioned
<b>GENERAL IMPRESSIONS</b>	
Great visit/loved park/enjoyable	46
Will return and stay longer	23
Town lovely/clean/delightful	23
Beautiful/scenic	21
Town becoming crowded/commercial	15
Train ride great	15
Good service/treated well in Skagway	13
Not enough time in Skagway	13
Enjoyed Skagway more than other Alaska ports/places	11
Didn't receive any NPS info from cruise company before trip	11
Enjoyed history	8
Keep up good work	7
Informative/interesting	6
Another excellent job by the Park Service	5
Didn't know park existed/found it by accident	4
Too many cruise ships (with rich, arrogant people)	4
Alaska is amazing/great	3
Area wasn't too commercial	3
I needed to make better use of information received	3
Well organized	2
Would have liked to see start of Chilkoot Trail	2
Ferry late/should be more punctual	2
Expensive, but worth it	2
Grandparents were in Gold Rush; special tie to place	2
City tour good	2
Other comments	38

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## Klondike Gold Rush National Historical Park Additional Analysis VSP Report 106

The Visitor Services Project (VSP) staff offers the opportunity to learn more from VSP visitor study data.

### Additional Analysis

Additional analysis can be done using the park's VSP visitor study data that was collected and entered into the computer. Two-way and three-way cross tabulations can be made of any of the characteristics listed below. Be as specific as possible--you may select a single program/ service/ facility instead of all that were listed in the questionnaire. Include your name, address and phone number in the request.

- |                           |                               |   |
|---------------------------|-------------------------------|---|
| • Sources of information  | • State of residence          | • Age                                   |
| • Hours spent in park     | • Country of residence        | • Did things detract from experience    |
| • Days spent in park      | • Past visits                 | • Primary reason for visit              |
| • Forms of transportation | • Awareness of sales area     | • Visited Moore House                   |
| • Visitor activities      | • Preferences for sales items | • Dyea sites/services used              |
| • Sites visited           | • Service use                 | • Opinions about Moore House fee amount |
| • Awareness of existence  | • Service importance          | • Expenditures in area                  |
| • Group size              | • Service quality             | • With guided tour group                |
| • Group type              |                               |   |

### Database

A database has been developed which contains all the VSP visitor study results from 1988 through the present. The database became operational in April, 1996. In order to use the database it will be necessary to have a database catalog, which lists the information contained in the database. Queries to the database will be accepted by phone, mail, cc:Mail, e:mail or fax, and the same forms of media will be used to return the answer to you. Through the database, you can learn how the results of this VSP visitor study compare with those from studies held at NPS sites across the nation, with those within a specific region or type of NPS site, or with those that meet criteria that are of importance to you as a park manager, researcher or other interested party.

Phone/send requests to:

**Visitor Services Project, CPSU  
College of Forestry, Wildlife, and Range Sciences  
University of Idaho  
Moscow, Idaho 83844-1133**

**Phone: 208-885-2819  
FAX: 208-885-4261  
cc:Mail: VSP Database NP- -PNR  
e-mail: vspdatabase@uidaho.edu**

## QUESTIONNAIRE